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IN THIS ISSUE:

23RD year

BIG BROTHERS OF AMERICA
YWCA BUILDING FUND
TULSA COMMUNITY CHEST — AMERICAN RED CROSS
Tulsa CHAMBER OF COMMERCE
Oklahoma Development Council
Community Service . . .
Tulsa Council of Churches
CATHOLIC MEN
UNITY FOR SERVICE · NATIONAL EXCHANGE CLUB
THE UNIVERSITY OF OKLAHOMA
Oklahoma Diocesan Council
Parkhurst Chamber of Commerce
THE SALVATION ARMY
Parkland Baptist Church
AMERICAN RED CROSS
This Good Citizenship Citation is presented to
Camp Fire Girls
Christmas
TULSA COUNCIL OF GIRL SCOUTS
CIVIL DEFENSE ADMINISTRATION

The television services provided by KOTV have in a brief span of four and a half years become an important part of Tulsa's community life. Pledged to serve and advance the highest standards of public service, KOTV has taken an active part (without compensation) in all public service projects. The time, facilities, and talent of this station will always support the best interests of the community. Yes . . . COMMUNITY SERVICE IS ALSO A PART OF OUR BUSINESS.

KOTV 6 channel

NETWORK AFFILIATIONS CBS-ABC

In Recognition and Appreciation

Represented by Edward Petry & Co., Inc.

Wrather-Alvarez, Inc. • Tulsa, Oklahoma

Y R . v. 46 pt. 3 My-Je '54

BIG CHIEF ERIEZ SAYS:

TOTEM POLE GIVUM WAY TO BIG TV ANTENNA . . .

WICU HEAP BIG TV STATION ON TOTEM POLE . . .

608,000 HEAP HAPPY VIEWERS IN TRI-STATE RESERVATION . . .

THIRD LARGEST HAPPY HUNTING GROUND IN PENNSYLVANIA FOR SPONSORS . . .

*SPENDUM MUCH WAMPUM . . .

WE GETTUM SALES QUICK LIKE FOR PALE FACES . . .

WICU TV

ERIE, PA., CHANNEL 12 • NBC • ABC • DUMONT

***$1,388,387,000 effective buying income**

CHIEF ERIEZ

ERIE'S FAVORITE RADIO STATION—WIKK • ABC • NBC

WICU-TV—Erie, Pa.
Edward Petry & Co., Inc.

WIKK-AM—Erie, Pa.
H.-R. Co.

WTOD—Toledo, Ohio
Forjoe

WHOO—Orlando, Florida
Forjoe

WMAC-TV—Massillon, Ohio
Edward Petry & Co., Inc.

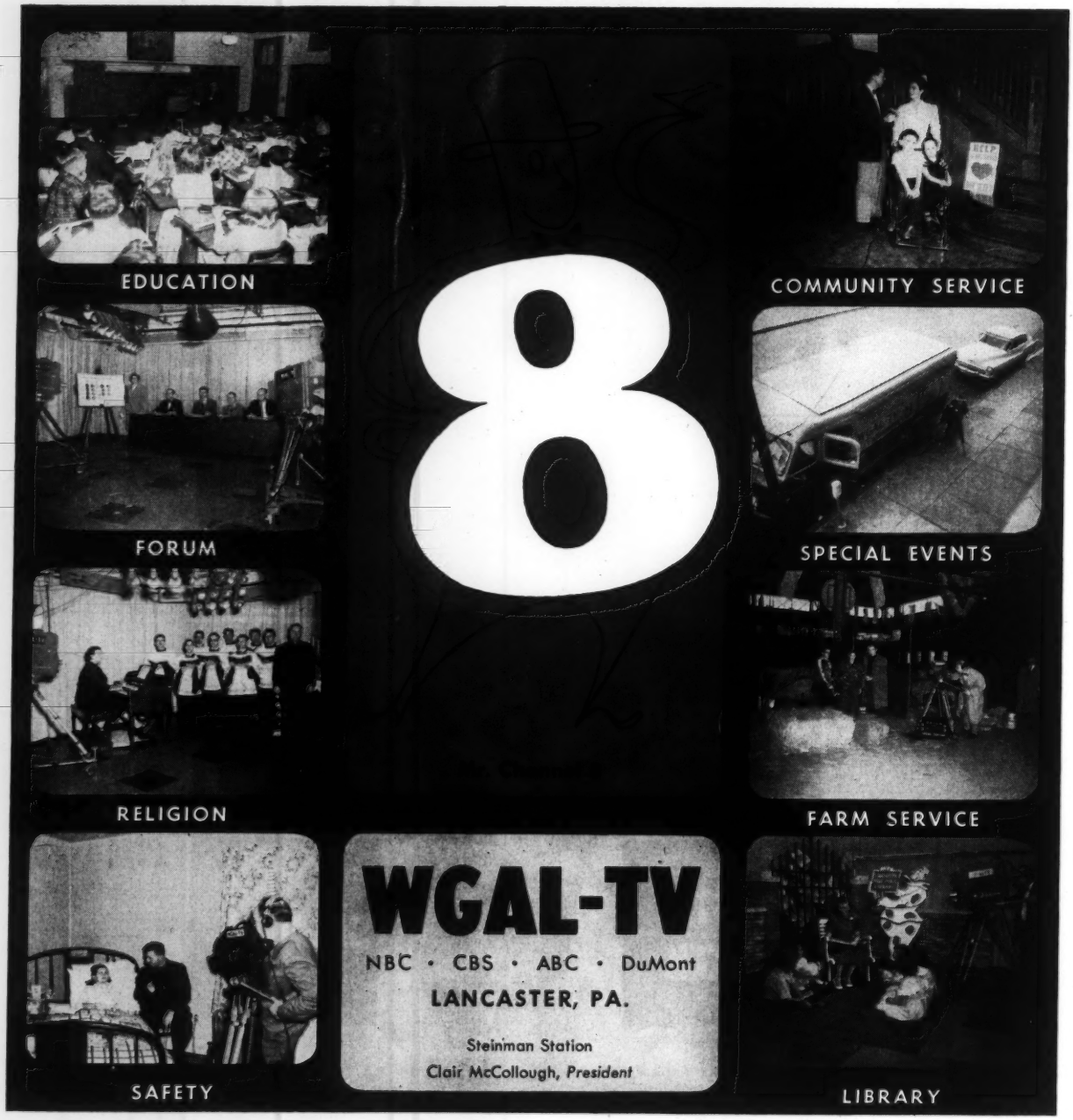
The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald

• RADIO
• TV
• NEWSPAPER

EDWARD LAMB Enterprises INC.

HOME OFFICE—500 EDWARD LAMB BLDG., TOLEDO, OHIO . . . WASHINGTON OFFICE . . . 1177 NATIONAL PRESS BLDG.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



pledged to service—active, responsive participation in all worthwhile public service projects is an outstanding principle of the WGAL-TV operation. The eight *Channel 8* programs shown on this page are only a small part of the continuing series of programs and projects designed to enlighten, strengthen and support the best interests of the many people living in the WGAL-TV, Channel 8, extensive service area.

Represented by

MEEKER TV, Inc.

New York
Chicago
Los Angeles
San Francisco

closed circuit®

PRESIDENT Eisenhower gave no official clues last week to his attitude on FCC chairmanship. Reports that Rosel H. Hyde would be continued as FCC chairman were offset by others in which new names were mentioned. And bobbing up repeatedly was suggestion that John C. Doerfer, whose term as FCC member ends June 30, might be shifted elsewhere. But Mr. Doerfer likes FCC, has sound backing.

★ ★ ★

TWO NAMES to be considered IF President decides to alter FCC alignment are: Lewis E. Berry Jr., since Jan. 1 deputy Army Dept. counselor, who hails from Cheboygan, Mich., was on MacArthur's staff, active in GOP state politics, has solid support of Sen. Charles E. Potter (R-Mich.). Other is George C. McConnaughey, recently named chairman of Renegotiation Board, who hails from Columbus, Ohio, was chairman of Public Utilities Commission of Ohio 1939-1945. Mr. McConnaughey reportedly was originally offered place on FCC and has support of Sen. John W. Bricker (R-Ohio), chairman of Commerce Committee.

★ ★ ★

DUE FOR early testing as result of suggestion within FCC is proposal to let daytime stations operate at night with carriers utilizing electric utility lines. Proposed service would be confined to city-limit areas, or less, and is described as magnified version of college campus or "gas-pipe" stations. Signals would likely be on outside edge of broadcast band.

★ ★ ★

WITHIN few days, it was learned, new Television Advertising Bureau organizing committee will announce appointment of former NAB president Neville Miller, now Washington attorney, as its counsel.

WHAT color transmission will do to fringe area coverage is question bothering stations and networks alike. FCC standards are same for color as for black and white. But "colored snow" is much more difficult to watch than b & w snow.

★ ★ ★

ADVANCE registrations for NARTB convention in Chicago, May 23-27, indicate record-breaking delegate enrollment. Overall attendance may eclipse 3,000, according to NARTB headquarters.

★ ★ ★

ALL BUT ONE of the seven Commissioners expect to take part in FCC panel at the NARTB convention. Membership will be polled in advance for questions to be put before panel so that meeting can be conducted in an orderly manner.

★ ★ ★

AMERICAN Tobacco Co. (Lucky Strike) will release its alternate-week sponsorship of *Make Room for Daddy* (ABC-TV, Tues., 9-9:30 p.m.) to its subsidiary, American Cigar & Cigarette Co. (Pall Mall cigarettes) through Sullivan, Stauffer, Colwell & Bayles, effective in July. Dodge Div. of Chrysler through Grant Adv., N. Y., will continue alternate-week sponsorship of show. Pall Mall, however, will drop its alternate-week of *Where's Raymond?* on ABC-TV but will continue to underwrite *The Big Story* on both NBC-TV and NBC Radio, plus *Doug Edwards & the News* on CBS-TV.

★ ★ ★

"BUSINESS IS BETTER" campaign initiated by J. Frank Jarman, manager of WDNC Durham, N. C., is "snowballing." Launched several months ago to counteract depression talk, campaign is being emulated in many areas, Mr. Jarman reports.

EXCLUDED FROM KMBC-AM-TV $3 million transaction with WHB Broadcasting Co. was Arthur B. Church Productions, organization created by veteran broadcaster, which introduced transcriptions of such shows as *Texas Rangers, Sons of the Pioneers, Brush Creek Follies* and *Easy Aces*. It's presumed that Mr. Church will revive this operation on syndication basis.

★ ★ ★

MAN behind the scenes reportedly instrumental in getting Standard Oil of Indiana to shift agencies—from McCann-Erickson to D'Arcy Adv. Co.—was Harry Renfro, latter agency's baseball contact executive on Anheuser-Busch account. Standard executives were impressed with him during recent D'Arcy agency presentation

★ ★ ★

BECAUSE he was out of town April 19, Comr. George E. Sterling, at last Wednesday's meeting of FCC, asked leave to add his vote to that of five of his colleagues for election of Rosel H. Hyde to acting chairmanship of FCC. Also absent at time of original vote was Comr. E. M. Webster, now on official business on West Coast.

★ ★ ★

AN NARTB management session last week decided to refrain from participating in testimony before Sen. Potter's Communications Subcommittee at hearings beginning May 19 (story page 52). As overall trade association group, it was concluded that it could not espouse particular viewpoints because of its diversified membership representation in vhf, uhf, fm and am.

★ ★ ★

BEER people and others in alcoholic beverage industry are not passing off lightly new "dry" attempts in House to obtain passage of Bryson bill (story page 56). They acknowledge past prohibitionist tries in Senate came too close for comfort.

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KTHS SELLS

IN ARKANSAS!

One year ago, Station KTHS was moved from Hot Springs to Little Rock, with 50,000 watts. In June, we went CBS, carrying the *best* network and local programs to virtually the entire State.

Results? We're getting *lots* of them. Listen to this letter from Mr. John R. Murphy, owner of the Shreveport Syrup Company, who has three 15-minute morning programs per week on KTHS:

> **"We have just completed making some territorial sales analyses for the full year 1953, as against 1952.**
>
> **"In the 60-mile area in and around Little Rock, KTHS was the only advertising medium used, and sales were 11.2% greater in 1953, than in 1952.**
>
> **"Your station had a great deal to do with this increase in sales, and we especially wish to thank you for the extra merchandising help you have given us."**

That's what happens when good programs go out to an interference-free daytime coverage of more than 3¼ million people—primary daytime coverage of more than a million people—in an area which is not *already* blanketed by top-notch radio operations. Ask your Branham man for the whole KTHS story.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

E. G. Robertson, General Manager

KTHS

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

at deadline

WBRC-AM-TV to CBS; WAPI, WABT (TV), WAFM to NBC

REALIGNMENT of network affiliations in Birmingham, Ala., with Storer Broadcasting Co.'s WBRC-AM-TV signing with CBS Radio and CBS-TV and *Birmingham News*' WAPI, WABT (TV) and WAFM (FM) moving to NBC Radio and NBC-TV, was revealed Friday, probably effective July 4. WABT (TV) will also continue affiliation with ABC-TV and DuMont, according to Henry P. Johnston, president and general manager of *News* stations. New lineup completes CBS-TV affiliation for all Storer Broadcasting's tv outlets.

Mr. Johnston said WAPI, WABT (TV) and WAFM (FM) were "delighted" to return to NBC, with which WAPI, Alabama's oldest station, was affiliated for ten years. He paid tribute also to NBC's television programming plans, including color telecasts, and said that in preparation for latter event "we have ordered color television transmitting equipment so as to be ready for the day when color television comes to Alabama." Harry Bannister, station relations vice president of NBC, welcomed "these new affiliations in a vigorously growing top southern market into our family of stations."

For CBS-TV, stations relations vice president Herbert V. Akerberg lauded WBRC-TV and its "tremendous circulation," and said it had been signed by CBS-TV with effective date of Oct. 26, but that switching of affiliations was moved up to July 4 with CBS-TV and WBRC-TV approval at suggestion of other principals. CBS Radio-WAPI contract had almost two years to run but, it was reported, will be allowed by mutual agreement to terminate to permit switchover to NBC affiliation on July 4.

WABT (TV) is on ch. 13; WBRC-TV on ch. 6. WAPI is on 1070 kc with 10 kw day and 5 kw night and its WAFM (FM) operates on ch. 258, while WBRC is on 960 kc with 5 kw fulltime.

NBC Radio Refuses Hunt's Facts Forum Program

DECISION of NBC to turn down request of H. L. Hunt, Texas oil millionaire, to place new series of Facts Forum radio programs on that network was contained in announcement made public yesterday (Sun.) by American Committee for Cultural Freedom. Committee, which said that Brig. Gen. David Sarnoff, RCA-NBC board chairman, had authorized release of NBC's decision, had appealed to NBC to repudiate Hunt-supported programs after citing news reports that Mr. Hunt had requested time on network [B•T, April 26].

In reply by letter from Gen. Sarnoff released by ACCF, there was no direct mention of NBC's refusal, but network spokesman confirmed that "the Hunt program is not acceptable to NBC." Gen. Sarnoff, in his letter, declared:

NBC has consistently maintained policy of retaining direct supervision and responsibility for production of all programs of news, news analysis and commentary broadcast over its facilities. There is no present intention to abandon that policy. I agree with you that broadcasters have a responsibility for proper programming balance and fair play, and we hope you agree that NBC has faithfully discharged this responsibility.

ACCF apparently was protesting to projected series of radio programs under auspices of Mr. Hunt's Facts Forum, which would match liberal against conservative commentator discussing controversial issues. At time Mr. Hunt revealed interest in series, he said he had approached several radio networks.

NO FINAL TV GRANT

FOR FIRST week since lifting of tv freeze in mid-1952 FCC did not issue single final tv grant, indicating processing is boiling down to final residue of few major tv hearings. But Examiner Annie Neal Huntting came forth Friday with initial decision recommending grant of ch. 5 at Fort Smith, Ark., to American Television Inc. after withdrawal of competitive bid of George T. Hernreich. Latter gets option for 50% interest in ch. 5.

KTYL-TV Mesa-Phoenix Sold To KTAR for $350,000

KTAR Phoenix will acquire KTYL-TV Mesa-Phoenix if FCC approves application for transfer of ch. 12 NBC-TV outlet. In acquiring station from Harkins Broadcasting Inc. for estimated $350,000, plus assumption of obligations, KTAR Broadcasting Co. will have both radio and tv NBC affiliations.

KTAR first applied for Phoenix ch. 3 in 1948. Competing application was filed in February 1953 by Arizona Television Co., including ex-Sen. Ernest W. McFarland (D-Ariz.); Edward Cooper, Motion Picture Assn. of America; Ralph A. Watkins, auto dealer, and others. Competing applications had been slated for FCC hearing in June.

KTYL-TV went on air year ago, using 33 kw power. Transmitter is located on South Mountain, near other Phoenix transmitters. Purchasing group consists of John J. Louis, majority owner and chairman of board of KTAR Broadcasting Co., and Richard O. Lewis, president and general manager. Mr. Lewis is to manage both am and tv stations. Mr. Louis, who is vice president of Needham, Louis & Brorby, said decision was made year ago to endeavor to get into Phoenix tv without going to hearing. Harkins Broadcasting operates am station in Mesa, KTYL, with 1 kw D, 500 w N on 1310 kc. KTAR went on air in 1922 and became NBC outlet in 1930. It operates with 5 kw on 620 kc.

Green's Uhf Group Joins Industry Coordinating Unit

ORIGINALLY separate uhf group led by Leon Green, KNUZ-TV Houston, will join forces with Uhf Industry Coordinating Committee in preparing presentation for Potter Subcommittee's May 19 study of uhf status and development (story page 52).

Mr. Green said Friday he is urging all 45 uhf operators comprising his group to unite with Uhf ICC. Announcement made after meeting in Washington with Uhf ICC's counsel Ben Cottone and members of working committee. Idea, Mr. Green said, is to "pool the best brains in the industry to prepare a unified, effective presentation before the subcommittee." Mr. Green said he plans to testify himself.

• BUSINESS BRIEFLY

LIPTON ON RADIO, TV • Summer plans of Thomas J. Lipton Inc., Hoboken, for two of its divisions, Lipton's iced tea and Lipton's Frostee dessert, include six-week radio and television spot announcement schedules. Iced tea campaign [B•T, April 12] starts June 1 in Deep South and on June 15 in all other markets. It will run in 100 radio and 50 television markets, through Young & Rubicam, N. Y. Frostee dessert summer plunge will start June 7 on 150 radio markets, consisting of daytime minutes, and in 45 television markets where there are at least 100,000 tv sets.

CONOCO RADIO • Continental Oil Co., Ponca City, Okla., placing two-week saturation radio spot announcement campaign using as many as 40 to 60 spots per week on each station, buying early morning periods from 7 to 8 a.m. and weekends, directed at male audience. Schedule to run in about 55 markets, starting June 7. Agency: Benton & Bowles, N. Y.

IVORY SPOT • Procter & Gamble's Ivory Soap, through Compton Adv., N. Y., placing six-week television spot campaign sometime within next two weeks in 25 scattered markets.

TWENTY QUESTIONS ON CBS-TV • CBS-TV is understood to have purchased *Twenty Questions* program, most recently sponsored by Bauer & Black on DuMont, and is understood to have client interested in sponsoring show.

NBC Buys 'People Are Funny'; Toni, Mars Will Sponsor

NBC late Friday bought *People Are Funny* program under five-year contract from John Guedel Productions, Los Angeles, selling weekly tv version to Toni Co., starting Oct. 3 in NBC-TV's Sun., 7-7:30 p.m. period relinquished by Procter & Gamble [B•T, April 26]. Toni will participate with Mars Inc. in NBC Radio series, Tues., 8-8:30 p.m.; on alternating basis. Leo Burnett Co., New York, services both accounts. Sponsor contracts are for 52 weeks. Toni Co. known to be shopping for other tv properties and availabilities and may alternate sponsorship of *People* if another advertiser is found.

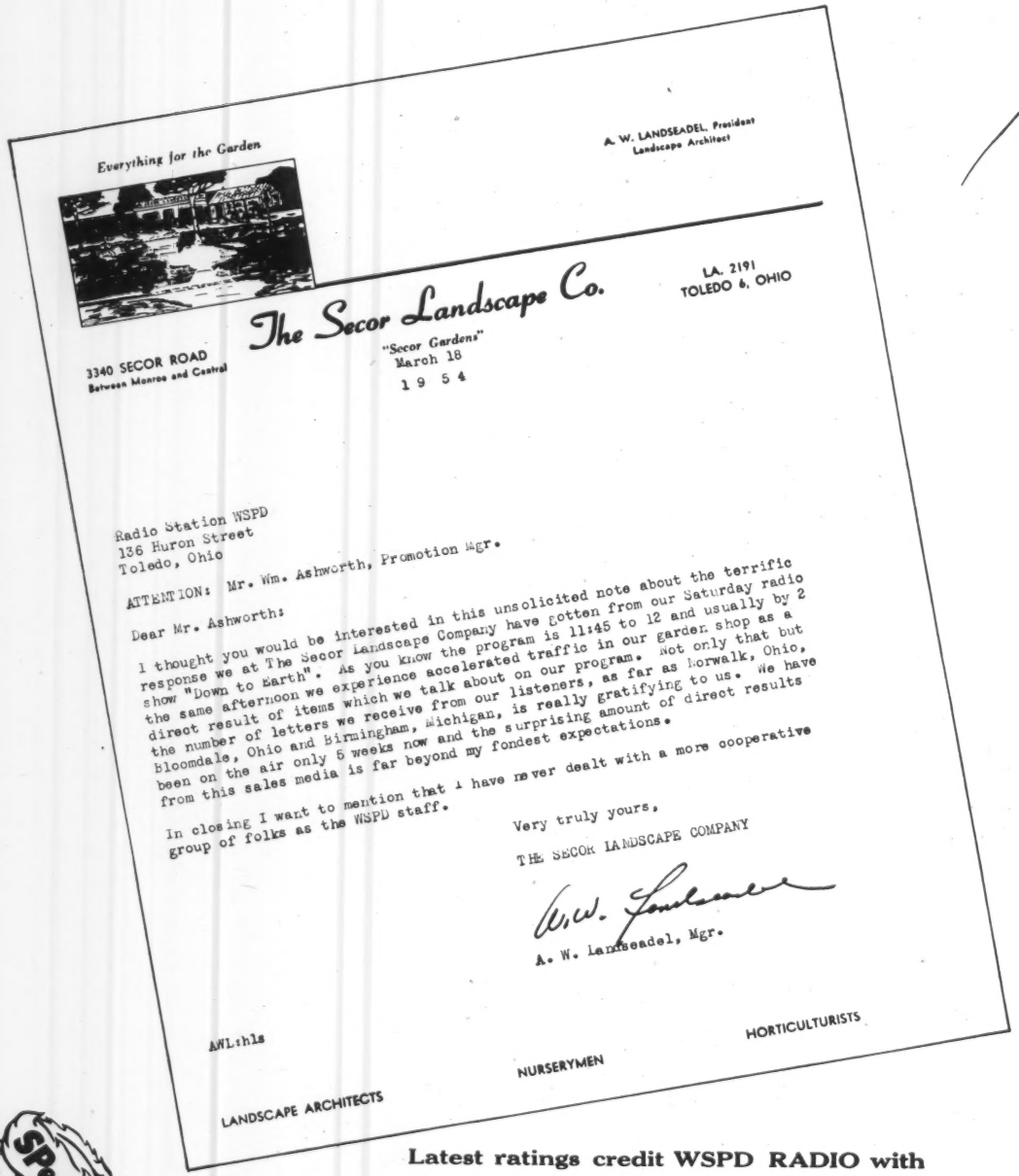
Disney, ABC Buy Location

PURCHASE of 160-acre "Disneyland" tract by Walt Disney in association with ABC and Western Printing & Lithograph was announced yesterday (Sun.). Acquired for reported $9 million, it is located in Anaheim, Calif. ABC-TV, Disney recently entered agreement whereby latter will produce 26 hour-long programs per year for network, giving ABC exclusive rights for such properties [B•T, April 12]. Disney Productions expected to use facilities, to be completed mid-summer 1955, as future base of operations.

Kluge, Assocs. Buy WKDA

WKDA Nashville, Tenn., was sold Friday to John Kluge and associates by Tom Baker Jr. and Al Beaman for $312,500. Sale of 250 w, 1240 kc outlet enables Messrs. Baker and Beaman to exercise option to buy 50% of WLAC-AM-TV there. Blackburn-Hamilton Co. handled transaction.

If it's Sales Results you want



Everything for the Garden

A. W. LANDSEADEL, President
Landscape Architect

The Secor Landscape Co.

LA. 2191
TOLEDO 6, OHIO

3340 SECOR ROAD
Between Monroe and Central

"Secor Gardens"
March 18
1 9 5 4

Radio Station WSPD
136 Huron Street
Toledo, Ohio

ATTENTION: Mr. Wm. Ashworth, Promotion Mgr.

Dear Mr. Ashworth:

I thought you would be interested in this unsolicited note about the terrific response we at The Secor Landscape Company have gotten from our Saturday radio show "Down to Earth". As you know the program is 11:45 to 12 and usually by 2 the same afternoon we experience accelerated traffic in our garden shop as a direct result of items which we talk about on our program. Not only that but the number of letters we receive from our listeners, as far as Norwalk, Ohio, Bloomdale, Ohio and Birmingham, Michigan, is really gratifying to us. We have been on the air only 5 weeks now and the surprising amount of direct results from this sales media is far beyond my fondest expectations.

In closing I want to mention that I have never dealt with a more cooperative group of folks as the WSPD staff.

Very truly yours,

THE SECOR LANDSCAPE COMPANY

A. W. Landseadel, Mgr.

AWL:hls

LANDSCAPE ARCHITECTS NURSERYMEN HORTICULTURISTS

Latest ratings credit WSPD RADIO with 94% consistent listenership in Toledo.

WSPD AM-TV
TOLEDO, OHIO

Storer Broadcasting Company
TOM HARKER, NAT SALES DIR., 118 E. 57th STREET, NEW YORK

Represented Nationally by KATZ

at deadline

McGrath Hints Court Action If FCC Delays Lamb Probe

HINTING court action if delay of FCC's Edward Lamb probe continues, ex-U. S. Attorney General J. Howard McGrath, Lamb counsel, issued statement Friday disputing authority of Commission and legality of its procedures which put burden of proof on applicant.

Broadcaster-publisher Lamb's WICU (TV) Erie, Pa., faces license renewal hearing involving alleged communist associations. Mr. Lamb has denied charges [B•T, April 12]. Earlier in week, he was top bidder to lease WSUN-AM-TV St. Petersburg (story page 80).

Acknowledging receipt of pre-hearing McFarland letters renewing charges with respect to Lamb applications for ch. 11 at Toledo and ch. 9 at Orlando, Fla., Mr. McGrath said burden of proof upon applicant "raises a presumption of guilt and we feel that it is a serious violation of Constitutional right. If this Commission, which was created by the Congress solely for the purpose of regulation, can, on these grounds, delay action indefinitely upon unsupported allegations of undisclosed informers, the freedom and independence of the communications industry are at an end."

Citing "destructive" publicity attending delay of WICU hearing and pointing out "power to regulate is not the power to destroy," Mr. McGrath said "we are fast approaching the point where the Commission's action will have to be tested in the courts."

Week's Uhf Casualties Include Flint, Monroe

UHF CASUALTIES increased Friday as ch. 16 WTAC-TV Flint, Mich., and ch. 43 KFAZ (TV) Monroe, La., suspended operations while ch. 26 WJRE (TV) Indianapolis surrendered its permit and FCC deleted ch. 49 WSJL (TV) Bridgeport, Conn., for lack of prosecution of extension bid. Latter two not on air.

Two deletions raise post-thaw casualty total to 70 (58 uhf, 12 vhf) while suspensions bring total now outstanding to eight, all uhf.

H. Allen Campbell, vice president-general manager WTAC-TV, said station would maintain grant.

Reason for suspension, Mr. Campbell reported, was failure of national advertising agencies and advertisers to use uhf. He also expressed hope that Senate hearing on status of uhf would conclude intermixture of vhf and uhf in same markets undesirable, and that FCC would "freeze" further grants until problem is settled.

Despite 62% conversion rate in Flint, Mr. Campbell said national agencies and advertisers have developed "blanket aversion" to use of uhf outlet if vhf station covers market, even with inadequate signal. WTAC-TV began operating from new $125,000 building Thanksgiving Day 1953 and has been losing a minimum of $10,000 a month, Mr. Campbell said. It is affiliated with ABC and radiates 17.5 kw power from 420-ft. antenna. Vhf signals reach Flint from Detroit, Lansing and Bay City.

KFAZ (TV) Monroe La., was to suspend Saturday pending FCC action on its petition for allocation of ch. 13 to Monroe. Station, owned by J. O. Willet, began operating last August. It is maintaining its CP in meantime, it was announced.

WJRE told FCC experience of uhf in markets where channels are intermixed with vhf indicates it is not advisable to continue construction at Indianapolis where station status has changed since original grant. Network attitude toward uhf also cited.

WTVI (TV) Appeals to Court

WTVI (TV) Belleville, Ill. (St. Louis), appealed Friday to U. S. Court of Appeals from FCC grant of ch. 4 to merged KWK St. Louis group [B•T, April 26]. WTVI, operating on ch. 54 since August 1953, also asked court to issue stay order to maintain status quo until court acts on appeal.

WTVI claimed FCC granted KWK revised application even though WTVI had filed ch. 4 application two days before. This constitutes denial of application without hearing, WTVI claimed.

Merger Approval Asked

BID for FCC approval to merger of former ch. 8 applicants in WKBT (TV) LaCrosse, Wis., tendered Friday. WKBH, surviving applicant winning ch. 8 grant, reduces ownership to 40% while LaCrosse *Tribune* acquires 41% and five area residents get 19%. FCC earlier granted sale of *Tribune*'s WKTY to Lee & Assoc. for $90,000 [B•T, March 29].

WGRD Granted Oral Argument

WGRD Grand Rapids, Mich., was granted oral argument before FCC Friday on question whether Commission order prohibiting it from pre-sunrise operations was legal [B•T, Dec. 14, 1953 et seq.]. Hearing set for June 4. WGRD, operating 1 kw daytime on 1410 kc, was forced to discontinue pre-sunrise broadcasts when WING Dayton, Ohio (also on 1410 kc with 5 kw unlimited time), complained of interference. WGRD appealed to U. S. Court of Appeals, and case is pending. Commission scheduled to answer WGRD brief May 14.

Question Financial Qualifications

FINANCIAL qualifications of KFAB Omaha to build and operate proposed tv station were put in issue in ch. 7 contest there by FCC Friday upon petition by Herald Corp., seeking same channel.

CMTV (TV) Suspended

COMMERCIAL operation of CMTV (TV) Havana suspended Friday by Television del Caribe, of which George B. Storer has been 90% owner, according to United Press dispatches. Manuel D. Autran, president and Cuban radio pioneer, said new enterprise will take over ch. 11. Cuban tv industry as whole estimated to be losing more than $100,000 monthly.

WDOK Carries Hearing Pickup

WDOK Cleveland stepped in Thursday to give Cleveland live pickup from Senate McCarthy-Army hearings in Washington, according to R. Morris Pierce, president. He said city had been without any afternoon coverage, either radio or tv.

NEWSFILM EXHIBIT

CBS-TV understood planning special demonstration of Newsfilm activities at NARTB convention. Interviews of station executives by tv stars will be filmed, processed and moved to stations for showing same day as part of network's news service.

UPCOMING

May 3-6: Premium Advertising Conference, Conrad Hilton Hotel, Chicago.
May 4-6: Government-industry electronic component conference, Dept. of Interior Auditorium, Washington.
May 4-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.
May 5-7: IRE Seventh Region conference and electronic exhibit, Multnomah Hotel, Portland, Ore.
May 7: Advertising conference, U. of Michigan, Ann Arbor.

For other Upcomings see page 109.

PEOPLE

ROBERT WOLFHORST, timebuyer with Kenyon & Eckhardt, N. Y., to Dancer-Fitzgerald-Sample, N. Y., in same capacity.

MICHAEL DONOVAN, timebuyer, McCann-Erickson, N. Y., to Benton & Bowles, N. Y., in same capacity.

BOB WILLIAMS, formerly with WCTC New Brunswick, N. J., last Friday assumed general managership of WTIK Durham, N. C., under its new ownership. Station was purchased last month for $110,000 under duopoly transaction resulting from merger of other Durham interests for new ch. 11 WTVD (TV).

ELIHU E. HARRIS resigning as national director of advertising and promotion of U. S. Savings Bond Div., Treasury Dept., to join Screen Gems Inc., N. Y., on May 17 as advertising and promotion director, taking over part of duties formerly handled by **HARRY K. McWILLIAMS,** who has resigned as director of advertising and public relations of tv film company [B•T, April 19].

ROBERT L. KLABIN, general manager of F. W. Sickles division, General Instrument Corp., Danielson, Conn., appointed vice president and general manager of newly-created Elizabeth (N. J.) division of company, which produces television, radio and electronics components.

RETMA Acts on Radiation; Sprague to Receive Award

LABORATORY testing facilities will be arranged by Radio-Electronics-Tv Mfrs. Assn. to make periodic reports on spurious radiation of tv sets under new voluntary program of manufacturers. RETMA board, meeting Thursday-Friday in Niagara Falls, Ont., authorized Dr. W. R. G. Baker, General Electric Co., chairman of special committee, to report to FCC on industry's actions.

Dr. Baker will tell FCC what companies are doing to cooperate in program. Commission has expressed concern in recent months over spurious radiations.

RETMA board named Robert C. Sprague, its chairman as well as head of Sprague Electric Co., to receive third annual RETMA Medal of Honor at annual manufacturing industry banquet June 17 at Palmer House, Chicago.

WSPA-TV Given Authority To Move Transmitter Site

FCC Friday granted WSPA-TV Spartanburg, S. C., authority to move its ch. 7 transmitter site to Paris Mt., 5½ miles from Greenville, S. C. At same time, Commission denied objections of uhf stations WAIM-TV Anderson, and WGVL (TV) Greenville, both S. C. Comrs. Frieda B. Hennock and Robert T. Bartley dissented.

Move from Hogback Mt. was permitted on ground new location met all requirements of signal strength over principal city, mileage separation and other technical criteria. Site is same as that authorized to WSPA-TV on interim basis earlier this year, which was surrendered after Court of Appeals issued stay order on plea of WAIM-TV and WGVL [B•T, Feb. 1 et seq.].

In denying objections, FCC said no proof had been presented, "only speculations, inferences and presumptions . . ." Objectors had claimed economic injury, loss of CBS affiliation and of national advertising. They also claimed move to Paris Mt. would make WSPA-TV more a Greenville station and that this violated allocation table.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

SORRY—
NO BASEBALL
BUT
PLENTY OF
AFTERNOON
PROGRAMMING
FOR THE
HOUSEWIFE

WSAZ
IS
THE ONLY
STATION IN
HUNTINGTON
PROGRAMMING
FOR THE
HOUSEWIFE

National Representatives
THE KATZ AGENCY

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

index

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL

Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Lawrence Christopher, *Technical Editor;* David Berlyn, Harold Hopkins, Don West, *Assistant Editors;* Patricia Kielty, *Special Issues; Staff:* Ray Ahearn, Jonah Gitlitz, Louis Rosenman; *Editorial Assistants:* Kathryn Ann Fisher, Elsie Moore, Peter Pence, Joan Sheehan, Harriet Sinrod; Gladys L. Hall, *Secretary to the Publisher.*

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Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications., Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
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"Working Ownership":

A NEW CONCEPT OF NATIONAL SPOT REPRESENTATION

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For FREE AUDITION DISC AND COMPLETE INFORMATION

CITIZENS AT WORK

Network: NBC Radio
Time: Sun., 1-1:30 p.m. EDT
Produced in cooperation with: National Municipal League
Producer: Wade Arnold
Director: Harry Frazee
Writers: Various
Narrator: Jack Costello
Production Cost: $1,500 per week

NBC Radio's new public service series, *Citizens at Work,* should find an appreciative audience in civic-minded individuals interested in community-action stories, packed with the drama and human interest of an aroused citizenry working toward a common goal. Dramatized stories of successful citizen action against crime, corruption, poor schools, public apathy and inefficient government in American communities will constitute *Citizens at Work.*

The initial program on April 25, titled "The Scranton Story," described the efforts of citizens of Scranton, Pa., in stemming the tide of an alarmingly rising unemployment problem caused by the decline of the bituminous coal industry. Utilizing tape-recorded commentary of Scrantonians, the program showed how unemployment-riden Scranton banded together—labor unions, industrialists, the Chamber of Commerce and the ordinary man of the street—to raise funds to buy one abandoned plant and to construct others; how teams visited companies planning expansion and urged them to settle in Scranton; and finally, how unemployment dwindled from more than 40,000 to less than 5,000 in a few years.

The series is inspirational but not preachy or melodramatic. With the wealth of material provided with the assistance of the National Municipal League, NBC Radio should be able to present, in the next 12 weeks, a series of highly informative and provocative programs.

* * *

LOVE STORY

Network: DuMont
Play (4/27): "Timmy"
Time: Tues., 8:30-9 p.m. EDT
Producer: David Lowe
Director: Frank Telford
Assoc. Director: Steve Weston
Scenic Design: Carl Hueglin
Music: Benny
Writer: Oliver Crawford
Cast: James Gregory, June Lockhart, Pud Flanagan
Production Cost: $10,000

SUSTAINING series of drama shows titled *Love Story* has made its debut on DuMont Television Network. The show is seen Tuesday evenings. The second teleplay offered on the series on April 27 was "Timmy," a melodramatic tale of a 10-year-old boy and his somewhat strained relationship with his adopted parents. The nicest thing about the story was that it departed from the much belabored boy-meets-girl love theme and dealt with a love of another kind. Should the network continue to pursue its present course in selecting scripts for the half-hour production at least some variety will be assured.

Other than the fact that "Timmy" offered a change from the obvious, little else can be said in its behalf. The story had more than its share of climaxes—none of them motivated. The story idea itself—that an adoption could turn out tragically if the child and the parents didn't try to adjust equally to a new situation—was not bad. But in the hands of Oliver Crawford, who wrote the script, the circumstances surrounding the story were contrived and artificial.

The performances along with the story were shaky. The father, played by James Gregory, lacked conviction as Mr. Gregory interpreted him. His efforts to convince his wife that the child should be sent back to an orphan home were shallow and insincere. His indifference to the role was evident in his characterization. June Lockhart, playing opposite Mr. Gregory as the young mother, was just too teary and overdone a type to ring true. But at least her heart seemed to be in this thing moreso than Mr. Gregory's did. The little boy in question, one Pud Flanagan, made only a brief appearance. However, he displayed a greater theatrical awareness in his short role than any of the adult players.

Perhaps that was because he is too young to realize that there was little he could do to save this script.

* * *

BOOKS

INTRODUCTION TO COLOR TV, by M. Kaufman and H. Thomas. John F. Rider Publisher Inc., 480 Canal St., New York 13. 140 pp. Paper bound. $2.10.

THE fundamentals of the NTSC color tv system are presented to the service technician, the student and others with some knowledge of electronics, while basic questions are answered for the layman in this book. Chapters deal with tv color fundamentals, the color tv system, tricolor picture tubes and color tv receivers and their adjustment. Illustrated with diagrams and drawings, some in color.

HIGHLIGHTS OF COLOR TELEVISION, by John R. Locke Jr. John F. Rider Publisher Inc., 480 Canal St., New York 13. 140 pp. Paper bound, $0.99.

THIS booklet treats highlights of color tv on a level understandable to persons already familiar with black and white tv. Based on the NTSC color tv system, the material places emphasis on the color receiver, but with enough consideration of the entire system for appreciation of functions required of the receiver. Illustrated with diagrams.

RECORDED BRIDGES, MOODS, INTERLUDES, compiled and edited by Henry M. Katzman, Broadcast Music Inc., 580 Fifth Ave., New York. 280 pp. $15.

MR. KATZMAN, director of BMI's tv music department, has compiled a categorical index of timed segments culled from symphonic orchestral works recorded on Columbia and Victor labels as an aid to station program personnel seeking descriptive mood music. Part I of the volume presents an alphabetical list of moods, with the appropriate compositions given for each. Part II gives cues for each composition of each composer, with the exact record placement, in time relation, of each particular mood segment. All BMI subscribers have received a copy of this book gratis; additional copies are available at $15 apiece.

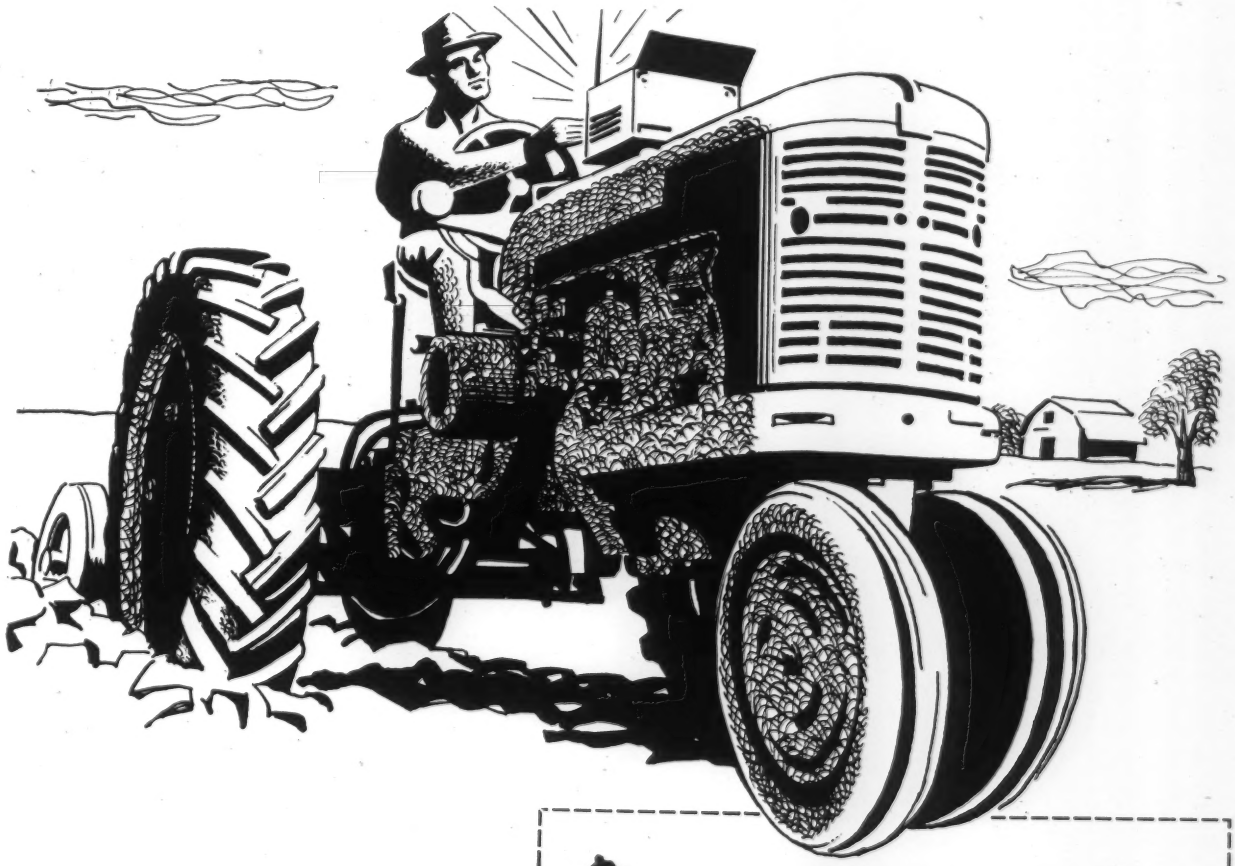
Service with a simile

When the government recently restricted wheat acreage, Chet Randolph, Farm Service Director, reacted like a farmer and plowed up information about profitable substitute crops.

After agriculture schools in our 5-state area had yielded the fruits of their scientific research, Chet gleaned grass-roots advice from his own recorded interviews with county agents and farmers. With the chaff removed, he sowed bushels of facts on a seven-program series called "Diverted Acres."

Results? They're sprouting throughout our main coverage area—Minnesota, the Dakotas, Nebraska and Iowa. Part of the harvest already in: audience mail averaging 1000 letters per day.

With similar on-the-spotness, WNAX-570 has been cultivating Big Aggie Land for 30 years. Consult the Katz Agency for further data.



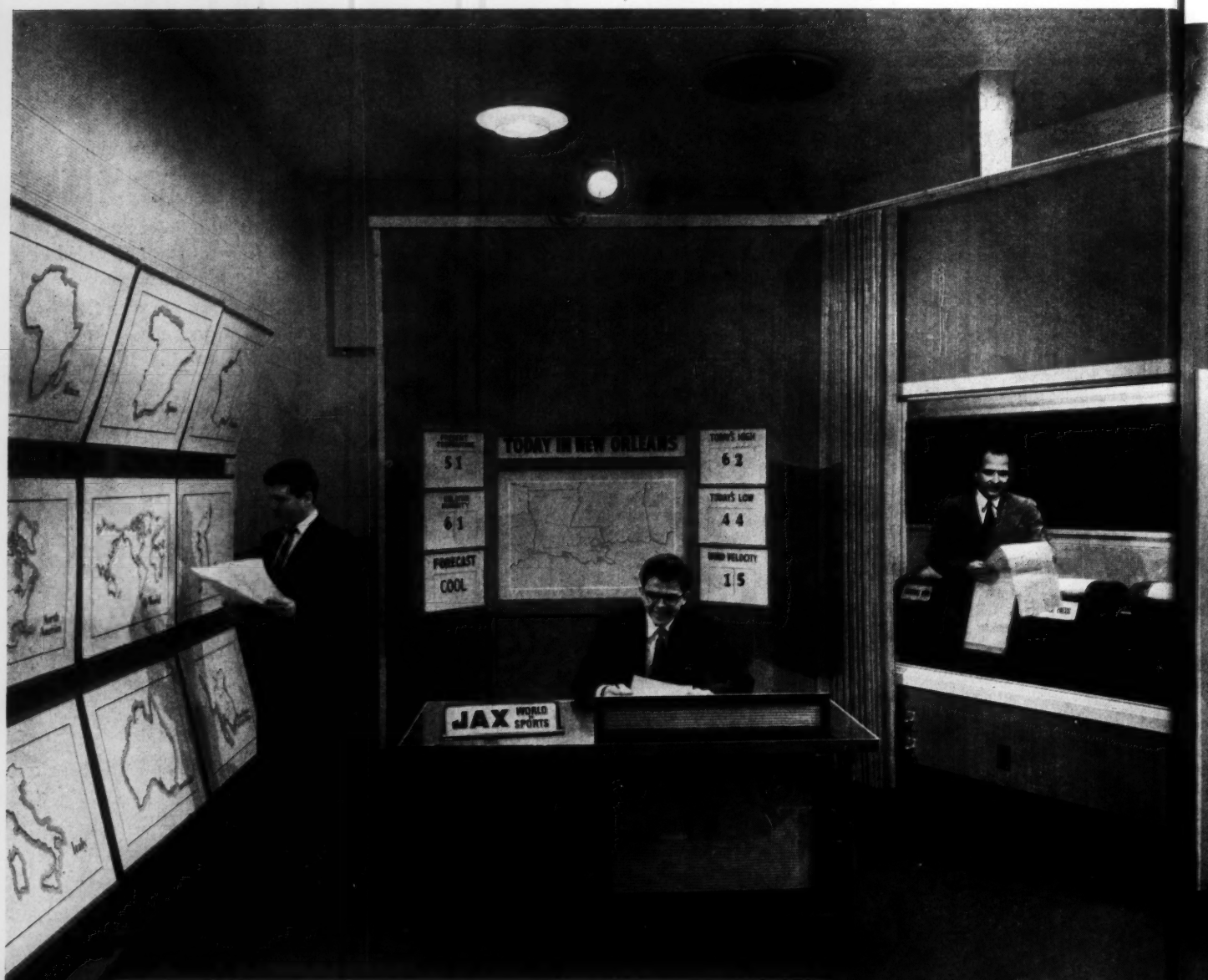
WNAX—570

Yankton-Sioux City

CBS

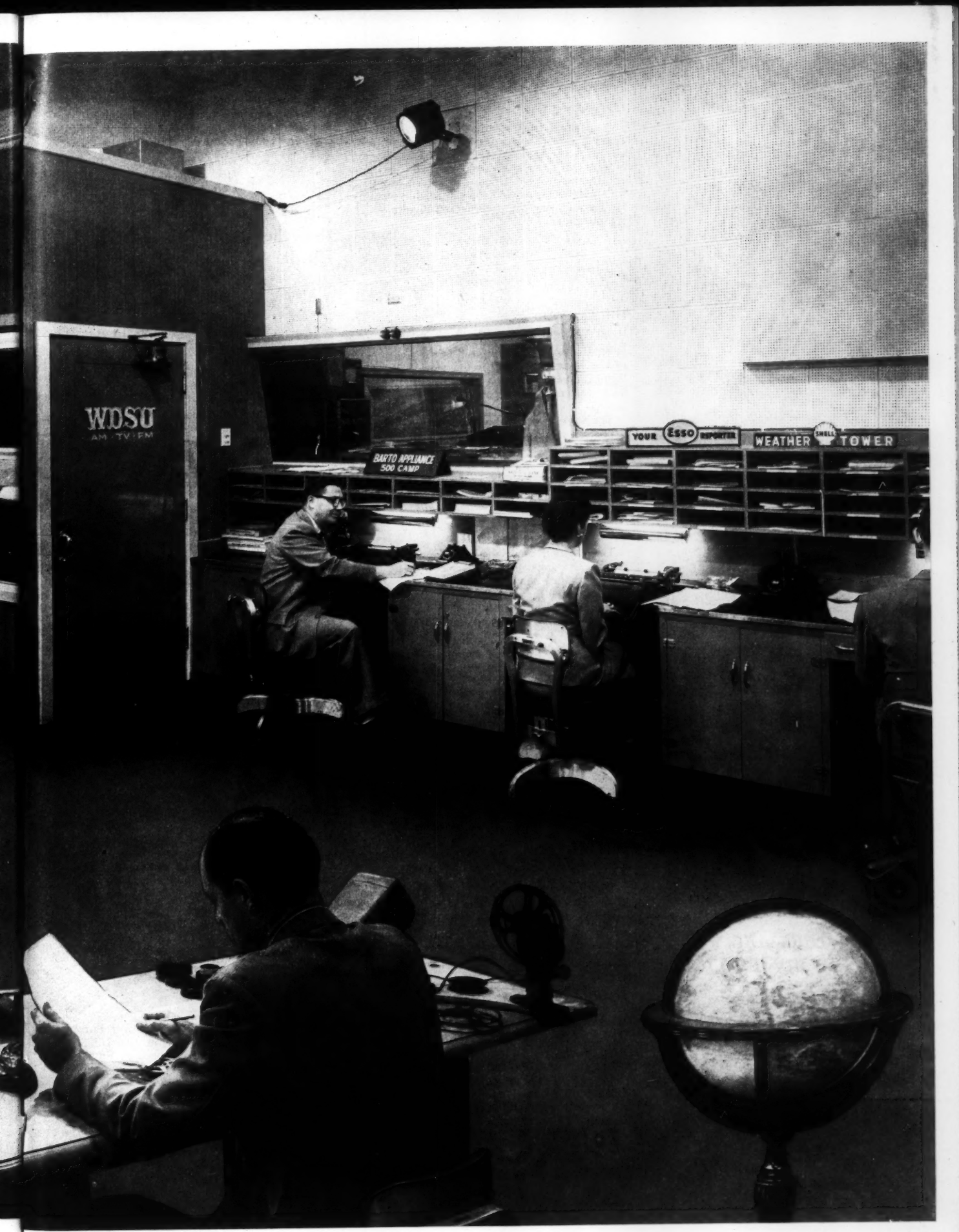
Represented by The Katz Agency

WNAX-570, a Cowles Station, is under the same management as KVTV—Channel 9, Sioux City, the tv station reaching 31 farm-rich counties in Iowa, Nebr. and S. Dak. with 556,500 population, $653 million in '52 retail sales.



WHAT'S NEWS IN NEW ORLEANS?

Today in New Orleans there are more news-making events than ever before. And WDSU's Radio and Television News Department is constantly expanding to provide complete coverage for New Orleans and the nation. The members of the department pictured here are all specialists in their own fields. Together they represent over 53 years of experience in reporting and editing news for metropolitan newspapers, magazines, radio and television stations. Using the latest techniques and facilities available to the industry, this competent team has provided complete coverage of such events as the annual Sugar Bowl Sports Classic, Mardi Gras festivities, President Eisenhower's recent visit to New Orleans, and Senate Investigation Committee Hearings ('51 Sylvania Award for first coverage of Kefauver Hearings). This well-rounded staff has also attracted many local and national advertisers including Barto Appliances, Dixie-Burton Company, Esso Standard Oil Company, Jackson Brewing Company, Joseph Schlitz Brewing Company, Shell Oil Company, to name but a few. Complete news facilities and coverage is another example of how WDSU and WDSU-TV, Louisiana's *first* television station, continue to serve New Orleans and the nation.


WDSU
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YOUR ESSO REPORTER
WEATHER SHELL TOWER

WFIE

CHANNEL 62

SELL this solid market of 130,000 families whose annual spendable income exceeds 675 million dollars.

SELL them through the facilities of WFIE-TV . . . Evansville's first and only television station, now serving more than 50,000 TV homes in this UHF-only market.

NBC, ABC, and DuMONT affiliate

WFIE represented nationally by

VENARD, INC.

New York, Chicago, Dallas, Boston, Atlanta, Los Angeles, San Francisco

OPEN MIKE

Freedom of the Air

EDITOR:

As I think back to the days when you and Louis Caldwell were practically alone in your advocacy of "radio's free estate" I am happy, indeed, to receive praise from you for my efforts and to pay tribute—in return—to you, for such success as we have achieved in winning for broadcasting the prestige and dignity which it now enjoys. . . .

Justin Miller, Chairman of the Board and General Counsel
NARTB
Washington, D. C.

Hit Cartoon

EDITOR:

That cartoon drawn by Sid Hix, on page 114 of the March 29 B•T, is the world's greatest. Would it be possible to get prints of that cartoon for numerous people of the Klamath Basin.

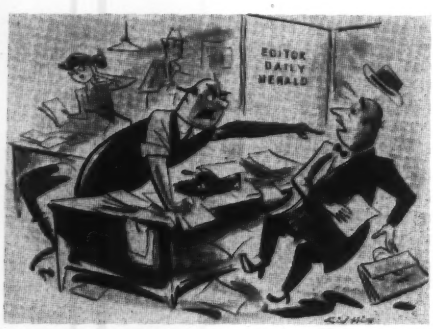
The same people who come to KFJI, hat in hand, to ask for news items and publicity blurbs, later are found to have purchased advertising in the local newspaper.

Bob McVay
Commercial Manager
KFJI Klamath Falls, Ore.

EDITOR:

The cartoon on the editorial page of your March 29th issue is a masterpiece. Why don't you reproduce some of these in a little larger size and make them available to station people, including me? I would like to have two or three of them framed and hung on the wall.

Walter E. Wagstaff
General Manager
KIDO Boise, Idaho



"Free publicity? What do you think I'm running —a radio station?"

[EDITOR'S NOTE: Limited number of reprints of the cartoon suitable for framing are available on request.]

Visual Value at Low Cost

EDITOR:

It was a pleasure to read the article "Brightening Tv Programs With Cheap Visual Aids" by Irving Settel in your magazine of April 5. Those of us who are trying to help teachers improve their effectiveness through the use of audio-visual materials have been demonstrating most of the visual aids mentioned by Mr. Settel, and have been suggesting their great value and low cost.

Even the points of choice of material, the factors which make for effective visuals, and the major objective of effective visual aids at minimum cost are the same in education and in television. I, myself, have often viewed programs which could easily have been more visual, and more effective. My thoughts have been in accord with Mr. Settel's that a little ingenuity could produce startling results . . .

James E. LeMay
Dir. of Audio-Visual Aids
College of St. Thomas
St. Paul, Minn.

The Whole Truth

EDITOR:

On page 9 of the April 12th issue of your excellent publication, it was correctly stated that, subject to FCC approval, Elzey M. Roberts Jr. and C. L. Thomas will purchase KXOK. In the April 19th issue on page 60, it was incorrectly stated that KXOK will be sold to C. L. Thomas. In the April 26th issue on page 9, it was again incorrectly stated that KXOK is to be sold to C. L. Thomas. Both of the latter two stories are only half right, Sol, since both Elzey and myself are purchasing KXOK subject, of course, to the FCC approval of the various steps involved. . . .

C. L. Thomas
General Manager
KXOK St. Louis, Mo.

'Sour Music' Gets Applause

EDITOR:

I certainly want to commend you for your editorial "Sour Music Season" in B•T, April 19.

This is certainly in line with letters I wrote to Hal Fellows and Carl Haverlin.

Victor C. Diehm
President & General Manager
WAZL Hazleton, Pa.

Suggestion on Log Listings

EDITOR:

I note that the Nashville papers have decided to charge for broadcasting listings. This is a growing tendency on the part of newspapers.

We would suggest to cities with multiple stations that they get together a publication like a shopper's throw away. They would be able to finance this probably with the national advertising now being placed in newspapers to promote radio and television programs.

The newspapers would soon find decreased reader interest as a result of eliminating broadcast logs. We find a continual complaint against newspaper program listing anyway because it is not kept up to date.

Robert T. Mason
General Manager
WMRN Marion, Ohio

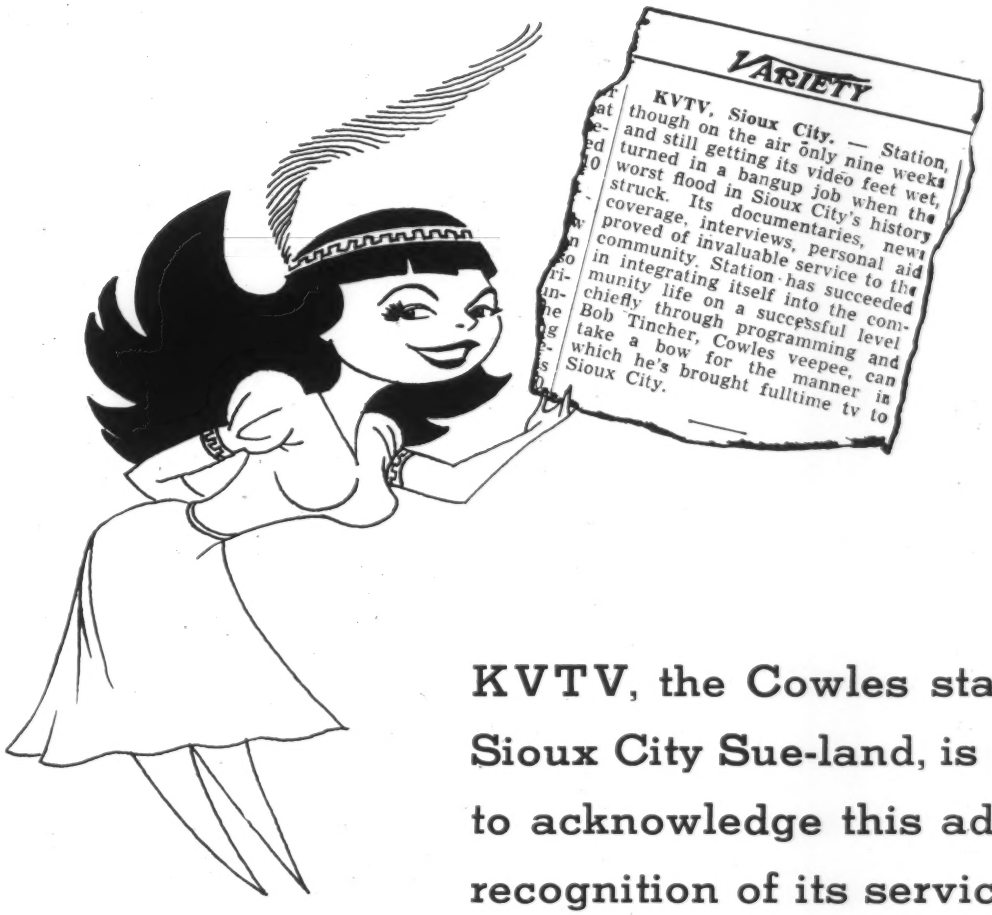
Wish You Were Here

EDITOR:

Am winding up a fabulous trip over Europe and Asia with a week stay in the U.S.S.R. Prior to coming here I have been in England, France, Germany, Austria, Yugoslavia, Greece, Turkey, Iran, Italy, Czechoslovakia, Holland and Poland.

I am the only exclusively radio person on this trip, a group of 16 newspaper people. Some have radio holdings, but we are not connected with any paper. . . .

George R. Turpin
Vice President
KEYY Provo, Utah
Moscow, U.S.S.R.


VARIETY
KVTV, Sioux City. — Station, though on the air only nine weeks and still getting its video feet wet, turned in a bangup job when the worst flood in Sioux City's history struck. Its documentaries, news coverage, interviews, personal aid proved of invaluable service to the community. Station has succeeded in integrating itself into the community life on a successful level chiefly through programming and Bob Tincher, Cowles veepee, can take a bow for the manner in which he's brought fulltime tv to Sioux City.

KVTV, the Cowles station for Sioux City Sue-land, is pleased to acknowledge this additional recognition of its service in the public interest.

Says *Variety,* in its "Highlights: '53-'54 Showmanagement" Citation: ". . . Station has succeeded in integrating itself into the community life on a successful level. . . ."

CBS, NBC, ABC & DuMont

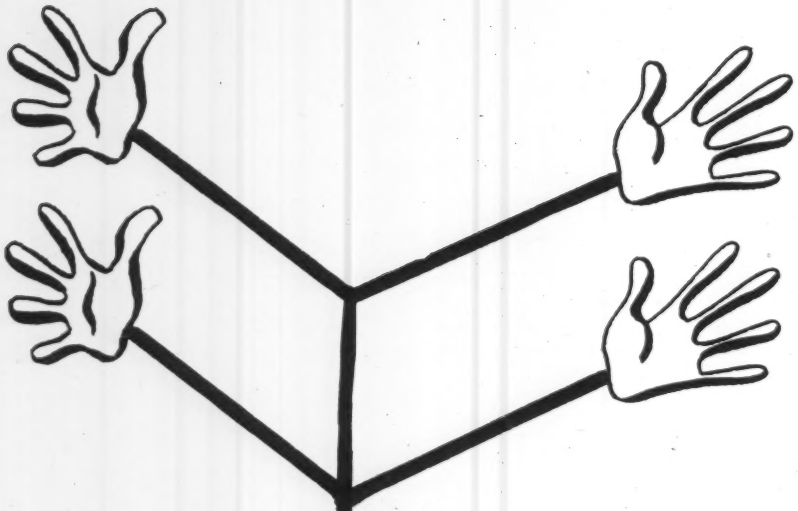
Represented by The Katz Agency

KVTV Channel 9

SIOUX CITY, IOWA

***KVTV**, a Cowles Station, is under the same management as **WNAX-570**, the radio station that for 30 years has successfully served one of the world's major agricultural regions, the five-state area known as Big Aggie Land.*

DETROIT PUBLIC LIBRARY



open arms in the Piedmont...

From hundreds of thousands of rooftops, throughout the 29 most profitable counties of the Prosperous Piedmont, television antennas are reaching out receptive arms for WFMY-TV's powerful signal.

No other television station is welcomed so often in so many homes all across this giant market . . . a market, in reality, made up of many markets. Only WFMY-TV lets you command the viewing attention of an audience with over 1,160,000 potential customers — high income families whose solid buying power is derived from large-scale manufacturing and agriculture.

Take the straight route into their homes, just as so many successful advertisers are doing. They've found that WFMY-TV's influence on buying habits in this $1,500,000,000 cluster of markets has amazing power. And it's growing just as heartily as the Piedmont itself. Let Harrington, Righter and Parsons show you the proof.

wfmy-tv

Basic CBS Affiliate — Channel 2

Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

MILESTONES

SIGNING his 22d annual contract with KOA Denver is A. H. Hamilton (r), owner of Dr. A. Reed Cushion Shoe Co., Denver retail shoe store, shown with Lynn Reed, KOA salesman.

► GEORGE C. BIGGAR, president, general manager and associate owner of WLBK De Kalb, Ill., marked his 30th anniversary in radio May 1. Since that date in 1924, when he joined WLS Chicago, Mr. Biggar has been successively farm and market editor, program director and director of the *WLS National Barn Dance*. He also is credited with establishing the first radio farm market and weather schedule from Chicago, conceiving the idea behind the station's family album, and starting the WLS Christmas Neighbors Club. Mr. Biggar also was associated with WLW Cincinnati, WIBC Indianapolis and KCRG Cedar Rapids.

► WSPD Toledo, Ohio, has marked its 33d year of broadcasting. Starting with 10 w in 1921, the station since has increased its power to 5 kw.

► CBS Radio's *Young Dr. Malone* daytime serial (Mon.-Fri., 1:30-1:45 p.m. EDT) enters its 15th year of broadcasting today (Monday). Series is sponsored by Procter & Gamble Co.

► HERMAN GOODSTINE, WDRC-AM-FM Hartford, Conn., control room operator, has observed his eighth anniversary with the station.

► WLWC (TV) Columbus, Ohio, celebrated its fifth anniversary last month. Since the station's inception the staff has grown from 18 to 85 members and is now serving 320,000 sets as compared to 88 in 1949, the station said.

WSYR-TV Syracuse executives appeared on Kay Russell's *Ladies Day* program to mark the station's fourth anniversary by telling viewers of plans and to cut a camera-topped birthday cake. L to r, E. R. Vadeboncoeur, president-general manager; Kay Russell; William V. Rothrum, programming vice pres., and Armand G. Belle Isle, engineering vice pres.

EFFECTIVE MAY 1st

KIMN

(Formerly KFEL)
RADIO

5000 WATTS 950 KC

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Lynn L. Meyer
President

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DENVER
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Coverage Where People Live, Listen and BUY!

what's cooking in Coffeyville?

2,750,000 prosperous mid-westerners live within KGGF's ½ MV coverage. The 10 county non-metropolitan Coffeyville trade area, alone, is a major market of 271,300 people. KGGF has been the "home town" station to these folks for 23 years. Ask Weed & Co. about KGGF . . . 10 kw (d) and 5 kw on clear channel 690 kc.

KGGF

690 KC ABC
COFFEYVILLE, KANSAS

our respects

to JOHN WERNER KLUGE

IN ALL HIS 41 years, John Kluge, operator of radio stations and food enterprises, has never worked for a salary. And if he has his way, he never will.

Unencumbered by periodical pay checks, Mr. Kluge has accumulated three broadcast operations (WGAY Silver Spring, Md.; WLOF Orlando, Fla., and KXLW St. Louis); operates extensive food brokerage businesses in Washington, D. C., and New England, plus New England Fritos Corp., and owns the New York Institute of Dietetics.

Having worked non-stop for a quarter-century, he's going to take a couple of months off this autumn for a safari into the Belgian Congo to hunt and take pictures. It will surprise no one in the Kluge business empire if the boss indulges in his favorite hobby—selling—in the jungles, perhaps returning as president of Kluge Congo Enterprises Ltd., or something of the sort.

John Kluge would rather sell than eat except that if he didn't eat he couldn't sell, a lesson he learned at Northwestern High School, Detroit, where he was an honor student while holding down several odd jobs that stretched his working day to 20 hours. He had arrived from Germany at the age of 12 but left home at 15 to live at the residence of Mrs. Gracia DaRatt, a teacher at Northwestern High. Mrs. DaRatt helped him over rough spots, as she did Joseph L. Brechner, now his business associate (WGAY, WLOF). WGAY was dedicated to Mrs. DaRatt at its opening in 1946.

From high school young Mr. Kluge went to Wayne U. in Detroit. After his freshman year he wanted something bigger and eventually enrolled at Columbia U. in New York.

New York offered him a chance to broaden his activities and he set up a shoe, garment and stationery business while serving as meal pricer in a university dining hall. The strategic dining hall post offered him a chance to slip his student clothing clientele an extra pat of butter for "customer relations" and to keep their credit ratings up to date. His odd jobs included secretarial service to the son of the president of China.

By graduation he had accumulated $6,000 plus a trip to the Near East. Returning to Detroit he had a $10,000 offer with a big outfit but chose instead to go with a smaller plant on the theory he would have more chance to meet heads of large companies. Otten Bros. Co., paper converters, took him up on a four-year, no-salary, expenses-only offer which specified he would get one-third of the business if he doubled company sales in four years. He did, and also acquired a vice presidency.

War service interrupted the Kluge selling career from 1941-46. Leaving the service with a G-2 captaincy, he sold his Otten interest. One day he read in the *Wall Street Journal* an article that anyone could start a radio station for $15,000. The FCC, it was noted, was handing out CPs like crazy.

That's how Messrs. Kluge and Brechner started WGAY, an ordeal that attracted an article in the *Saturday Evening Post*. The $15,000 was off slightly—about $75,000—but WGAY got on the air.

While Mr. Brechner absorbed most of the day-to-day operating worries, his partner started setting up his food projects. In the Washington area he has acquired exclusive franchises for such names as Libby, College Inn, Wrigley gum, Lang, Durkee, Land o' Lakes and Holiday.

During the process he followed several basic principles. First he decided he didn't want any money in the bank, except for current needs, believing money should be put to work. Second, he didn't want to be a slave to a big house or a chauffeur, and to this day he has acquired neither house nor auto.

Employers' successes, he felt, are reflections of staff efforts so he made employes a part of his enterprises. "Many make the mistake of figuring mere pay is enough for employes," he often says. Every employer should ask this question, "Are my employes getting a fair share of this business?"

The Kluge radio properties include 51% ownership of WLOF Orlando, acquired last year; control of KXLW St. Louis, bought in 1953, and an Orlando tv application. Mrs. Kluge, whom he married in 1947, is a large stockholder in WHIM Providence, R. I. The Kluges have three children and all the family are ice-skaters, with father belonging to the Washington Figure Skating Club.

He is a member of Boston Chamber of Commerce, New England Council, American Management Institute, Washington and Silver Spring Boards of Trade, University Clubs of Washington and Boston, Boys' Club of Washington, Boy Scouts of America, State Club of Mass., Army & Navy Club, Congressional and Belle Haven Country Clubs in Washington, Lake Placid Club, and many grocery associations. He is president of WGAY and KXLW as well as the New York Institute of Dietetics, Brent-Wash Inc., Kluge & Co. and New England Fritos Corp. He is treasurer of WLOF.

"Selling," he says, "is the understanding of the individual. The salesman localizes as he closes the deal. He must project sincerity. The first sale never makes money; it's the repeat sale."

At WGAY, he says, "If we don't think it's a good thing for our listeners to buy, we won't handle the account. We weave ourselves into the community, like a country doctor."

WKY ... the listening habit in the heart of OKLAHOMA

Yes, Oklahoma's heart *beats* to the tune of WKY Radio! Check its *Pulse* and you'll see.

WKY has just had a check-up. A total of 8,200 interviews were conducted January 4-24, 1954, by Pulse, Inc., New York City. In the 42 Primary Counties (NCS 50-100%) served by WKY, Pulse showed WKY with a larger share of radio listeners morning, afternoon and evening, than all other Oklahoma City stations combined!

Bear in mind, the area surveyed in the new Pulse study involved only WKY's *primary* market of 42 counties. But, the station's influence extends to an area of 68 Counties populated by 1,713,600 . . . with more than *half-million radio homes!*

THESE 42 OKLAHOMA COUNTIES CONTAIN:

POPULATION	1,290,300
HOUSEHOLDS	401,260
RADIO HOMES	394,120
PASSENGER CAR RADIOS	246,373
TOTAL RETAIL SALES	$1,351,569,000

*Source: SRDS Consumer Markets (1954)

TOP 10 EVENING SHOWS *and* TOP 10 DAYTIME SHOWS *are ALL on WKY!*

EVENING

1 —Dragnet
2 —Truth or Consequences
3 —Father Knows Best
4 —Rocky Fortune
5 —Bob Hope
6 —Oklahoma's Front Page
7 —Roy Rogers
8 —News of the World
9 —One Man's Family
10 —Eddie Cantor

DAYTIME—5 a week

1 —WKY News (7:30 AM)
2 —WKY News (7:00 AM)
3 —Anthony Avenue
4 —Wiley & Gene
5 —WKY News (11:00 AM)
6 —WKY News (5:00 PM)
7 —Riders of the Purple Sage
8 —Kitchen Club
9 —Choosing Up Sides
10 —Road of Life

RADIO SETS IN USE

6 AM to NOON	NOON to 6 PM	6 PM to MIDNIGHT
24.3%	23.4%	19.8%

SHARE OF RADIO AUDIENCE

DAY	TIME PERIOD	WKY	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G	MISC.*
MON. thru FRI.	Morning (6-12 Noon)	34%	12%	9%	3%	1%	1%	1%	39%
	Afternoon (12 Noon-6PM)	36%	11%	7%	2%	2%	2%	1%	38%
	Evening (6PM-12 Midnight)	41%	14%	8%	5%	X	X	X	33%

* Includes all other local stations in 42 county area in Oklahoma, plus out-of-state stations received. No one station has more than about 2%.
X Not on air.

WKY RADIO OKLAHOMA CITY

Owned and operated by The Oklahoma Publishing Company: The Daily Oklahoman — Oklahoma City Times — The Farmer-Stockman — WKY-TV . . . Represented by KATZ AGENCY

Put The P-O-W-E-R Of WKY Into Your Advertising Program!

sew up

the norfolk market

with a one station buy

Now, more than ever, WTAR-TV vastly dominates America's 25th metropolitan market by phenomenal program ratings and maximum VHF facilities. With its new 1049 foot tower and 100,000 watts power WTAR-TV is the only station that delivers your sales message to all of Tidewater, the entire eastern half of Virginia (including Richmond) and northeastern North Carolina.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

Represented By Edward Petry & Co., Inc.

IN PUBLIC SERVICE

WCBS Seeks Memorial Day Safety

A SIX-DAY safety campaign has been scheduled for the Memorial Day holidays by CBS-owned WCBS New York, which called it one of the largest and most significant public service undertakings in the station's history. Highlight will be the rebroadcast, on May 27, of CBS Radio's hour-long "Dead Stop" feature project, originally presented on the network during last Christmas week. A saturation campaign of safety announcements will start May 26, two days before the three-day holiday weekend begins. General Manager Carl Ward, announcing plans, explained that "we felt it necessary to devote as much time as possible to hammer home to our listeners the urgent necessity for careful driving."

WBAL Finds Blood Donors

APPEAL for rare AB Plus blood was broadcast by WBAL Baltimore for an emergency case when the city's blood bank had run short. In addition to receiving sufficient local donations to relieve the situation, a man in South Fallsburg, N. Y., offered to mail the blood to Baltimore or come there in person.

WBUD Aids Firemen, Police

WBUD Trenton, N. J., cooperating with the Patrolmen's Benevolent Assn. and the Firemen's Mutual Benevolent Assn. is encouraging citizens' cooperation in official public safety programs. One minute spots of recorded voices of police and firemen are broadcast every half hour describing common crimes and fire hazards—and advice on their prevention. The theme is that citizens should call police and firemen immediately rather than take action themselves. In addition, common methods of preventing fires and precautions against crime are reported.

WNBK (TV) 'Bowlathon'

THREE-HOUR "Bowlathon" was staged by WNBK (TV) Cleveland for the benefit of the March of Dimes, Society for Crippled Children, Cancer Society, Heart Fund and the Bowlers Victory League, organization which supplies VA hospitals with recreation material. Viewers were requested not to telephone pledges. However, donations were received from the bowling contestants. Cleveland "Bowlathons" have raised over $90,000 for charity.

Calgary Stations Back Campaign

THREE Calgary (Alta.) stations, CFAC, CFCN and CKXL, banded together this year to put across the Community Chest campaign. They obtained interviews with men, women and children who had benefited from the various organizations of the Community Chest, taped their stories, and used them as testimonials of the work done by the welfare agencies.

KOTV (TV) Stresses Traffic Safety

TRAFFIC safety promotion received the greatest emphasis during KOTV (TV) Tulsa's 1953 safety program. A total of 1,404 mentions, including those on commercial programs as well as spot public announcements, were made regarding safety during the past year, according to station manager Dick Campbell. *Precious Cargo*, weekly half-hour show produced in cooperation with the Oklahoma Dept. of Public Safety and the Tulsa Police Dept. and devoted entirely to highway and traffic safety, highlighted the campaign. Breakdown of the announcements as follows: traffic safety, 77%; general safety, 15%; home and child safety, 7%; farm safety, 1%.

AUDIO catalog for Broadcasters

AM
FM
TV

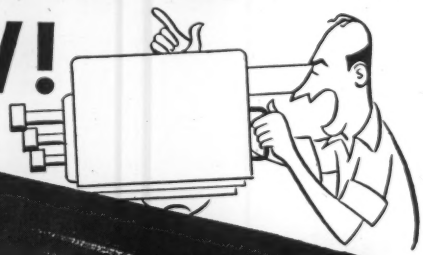
THIS 146-PAGE CATALOG contains "straight-to-the-point" information about all RCA audio equipment and accessories designed for broadcast and television station operations. The book covers more than 200 professional audio items . . . and includes data, specifications, response curves, typical station equipment lists, and studio layouts. It's authoritative. It's complete. It's the only book of its kind in the industry.

For your copy of the RCA Audio Catalog, ask your RCA Broadcast Sales Representative. Or write Dept. EA-22, RCA Engineering Products, Camden, N. J., on your station letterhead. In Canada, write RCA Victor Ltd., Montreal.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

FIRST IN RADIO!

NOW FIRST IN TV!

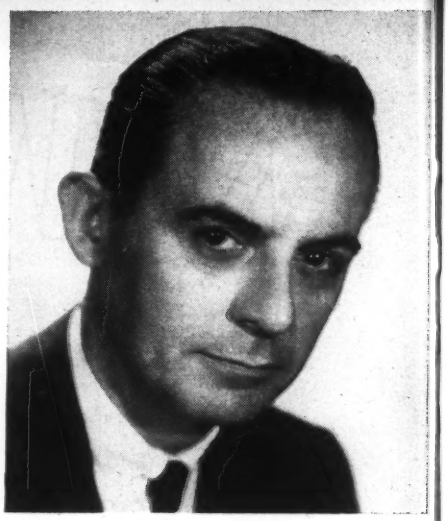


KWFT-TV
CHANNEL 6

in Wichita Falls Texas!

CBS AND DuMONT TELEVISION NETWORKS

Wichita Falls Television, Inc.



CHARLES DRESSER

on all accounts

A VETERAN of the sales and advertising field, Charles Dresser literally traveled the open seas to his present post as sales director of NBC's o&o WMAQ and WNBQ (TV) Chicago.

He began his business career over 20 years ago in New York City. Since then, he has held positions in advertising, promotion, merchandising and sales, but none has held the lure of radio and television, which now occupy his energies.

It's a far cry from the days when he operated his own travel agency.

A native of Massillon, Ohio, where he was born Aug. 5, 1909, Charles Vandervoort Dresser has spent most of his life in the East, except for a spell in the Southwest on oil ventures. He attended Hackley prep school in Tarrytown, N. Y., from 1922 to 1928 and later the Hun School at Princeton, N. J., from 1928 to 1929. His first job was as a bank messenger.

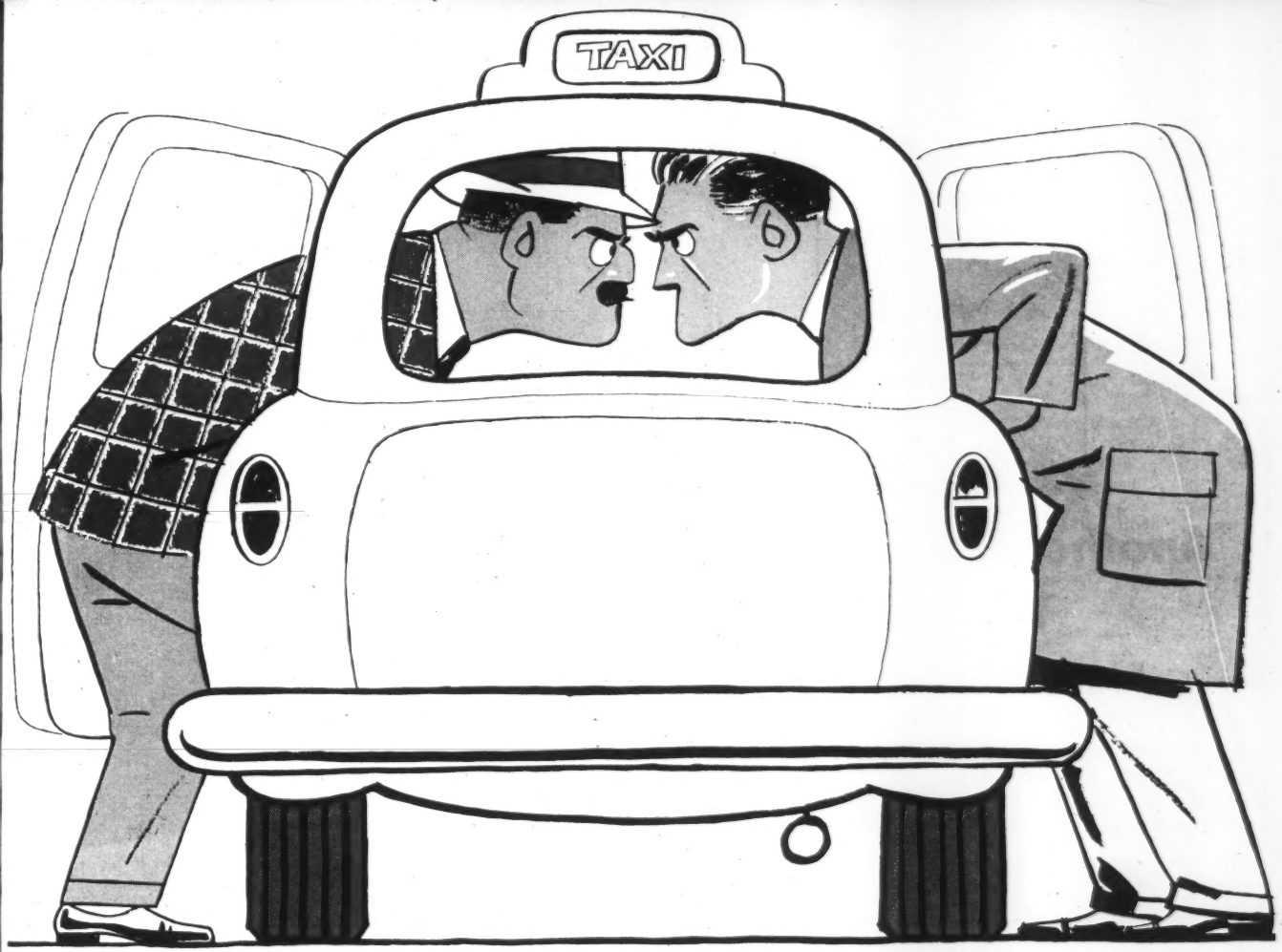
Mr. Dresser entered the sales field in 1933 as a passenger agent for the International Mercantile Marine Co. (forerunner of the United States Line) after concluding two years at sea as a ship's officer.

After a venture as proprietor of his own travel agency, Mr. Dresser decided on advertising as his pursuit, joining Townsend & Townsend, an ad evaluation firm, as a salesman in 1938. Two years later he moved to Lord & Taylor, the department store, handling advertising, promotion and merchandising.

Mr. Dresser became Pvt. Dresser that year and later was commissioned an Army Transportation Corps officer, leaving the service as a first lieutenant in 1946. Mr. Dresser then joined Free & Peters—and his radio-tv career was launched, saleswise. Later he resigned to become eastern sales manager of Wright-Sonovox. After a stint with Dowd, Redfield & Johnstone agency, Mr. Dresser joined NBC-TV Spot Sales in 1951. He has been with the network ever since.

In March last year, Mr. Dresser was transferred to the Midwest to head the network's Spot Sales staff in Chicago. He was named sales director of WMAQ and WNBQ (TV) last August, and coordinates both radio and video sales activities, reporting to top management. The stations have continued to be highly profitable, both locally and in national spot.

Mr. Dresser belongs to the Merchants & Mfrs. Club of Chicago. His wife is the former Edna Guillet of Montreal.



It's No Draw...in Omaha

There's no argument about who's "going places" in the *Omaha market.* KMTV is the only TV station that gives you this continuing record* of leadership:

- **11 of the top 15 weekly shows**
- **Omaha's most popular multi-weekly show**
- **A lead of 74 per cent in the number of locally produced programs.**
- **Omaha's most popular locally-produced show**
- **A local program popularity lead of over 2-to-1.**
- **A 3-to-1 leadership ratio as the one TV station most watched within a 100-mile radius of Omaha.**

KMTV is a *regional* television station that effectively reaches 242,000 TV sets in the 2-billion-dollar Missouri Valley market. KMTV produces for over 300 satisfied local and national clients . . . it will produce for you, too. Contact KMTV or Petry today.

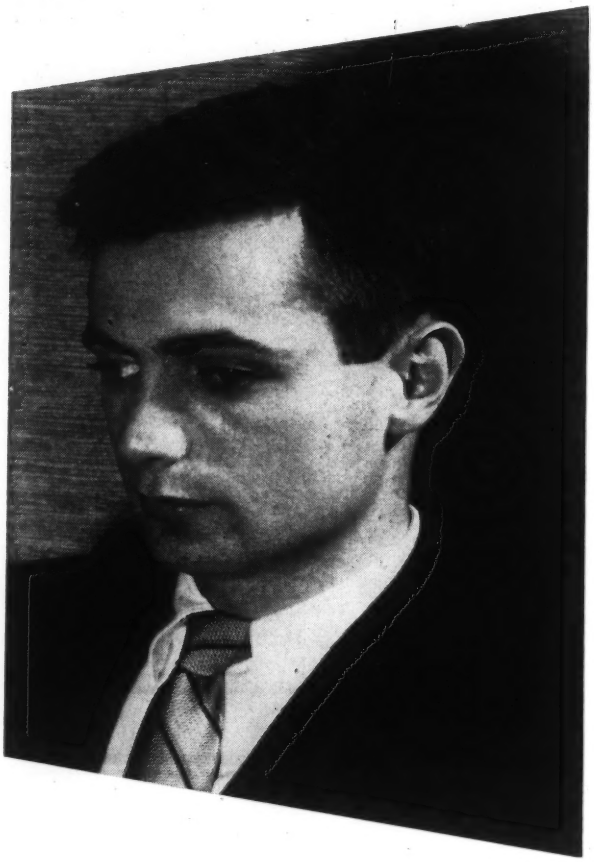
Smart advertisers all agree: In Omaha the place to be is Channel 3

* Figures quoted are from Telepulse, ARB, and Area Survey Conducted by Omaha University Students.

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA

Represented by
Edward Petry & Co., Inc.



Another Reason Why WPTF is North Carolina's Number One Salesman

PROMOTER . . . . . BUDDY VADEN

Selling your products or services to Tobaccoland, USA? Buy WPTF and let Buddy Vaden help get your sales campaign off to a running start! Buddy is WPTF's Promotion Man. Skillful adaptation of all advertising media in support of your WPTF radio campaign is his number one responsibility. And that includes an effective merchandising program designed to get your product out front in Carolina's finest stores. He's another member of the team that makes WPTF your best radio buy in North Carolina! If you're interested in having Buddy Vaden go to work on your account, contact Free and Peters or WPTF.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

May 3, 1954 Vol. 46, No. 18

NETWORK SPOT SHOWDOWN MAY ERUPT AT NARTB MEET

As NBC Radio affiliates are polled on their desire for meeting at the Chicago NARTB convention to talk over their network's spots plan, the CBS Affiliate Board says it will oppose any similar plan by CBS.

DEMANDS for a meeting of NBC Radio affiliates in conjunction with the NARTB convention later this month were revived last week as the fate of NBC Radio's new one-minute spot commercials plan, stimulated by orders for nine participations from Plymouth Div. of Chrysler Corp., appeared headed for a showdown.

At the same time the CBS Radio Affiliates Board let it be known to officials of CBS Radio that the board "would vigorously oppose any proposal" by that network to inaugurate a plan comparable to NBC Radio's, and, indeed, that it felt a raise in network daytime rates is justified. The CBS radio group, headed by Kenyon Brown of KWFT Wichita Falls, Tex., called a meeting of all affiliates of that network—the annual session—for Monday morning, May 24, at Chicago's Palmer House, where the NARTB convention is to be held.

A spot-check by B•T of key NBC Radio affiliates found them almost equally divided in their acceptance or rejection of the network's "spots" plan. Among those reported to have accepted the latest business under the proposal —the Plymouth order, plus the network's assertion that the existing Lewis Howe Co. and Carter Products participation in the "3 plan" programs would be converted to the new "participations" method of payment on May 1— were KSD St. Louis, the Westinghouse stations, WDAF Kansas City, WLW Cincinnati, WDSU New Orleans, KSTP St. Paul and possibly WWJ Detroit.

In Opposition

Reportedly opposed to the order were KFI Los Angeles, WFAA Dallas, WBAL Baltimore, KPRC Houston, WOAI San Antonio, KVOO Tulsa, KOA Denver, WKY Oklahoma City, WTMJ Milwaukee, WIRE Indianapolis, WGY Schenectady, and WTIC Hartford.

Among reasons given by affiliates for opposing the plan were a feeling that, as enunciated by opponents before, it would not solve NBC Radio's financial problems and instead would work to the detriment of all radio; opposition to short-term network orders; feeling that the time involved is worth more to the stations, if sold locally or on a spot basis, than the NBC plan would provide.

Cries of "coercion" raised earlier by opponents [B•T, April 19] were heard again with respect to the Plymouth order for participations in *Fibber McGee and Molly* on Monday, Wednesday and Friday of this week and next. The complainants maintained that stations which refused this order would not be fed the program on those nights and thus would be faced with providing local "fills" or risking audience complaints about the absences of the program—or both. Whether they cut out *Fibber* only on three nights each week or on all five, these opponents continued, audience complaints might be expected to result.

In behalf of the plan, those who accepted it pointed out that they had been NBC affiliates for a long time and said they had found it paid to follow the network's lead, and that the plan appeared the best available solution to network problems. Representatives of several affiliates said they were accepting the Plymouth business but still were opposed to the fundamentals of the "spots" plan.

Whether a meeting of the NBC Radio affiliates body would actually be called was uncertain late last week. It was known that several affiliates had been consulted about their desire to hold a meeting before the NARTB convention opens in Chicago May 23, but apparently plans still were indefinite.

Not General

It was deemed likely that if a meeting is held it will not be a general session of all NBC Radio affiliates, but instead will be limited to a group opposing the network's "participations" plan, plus perhaps a few others.

Robert D. Swezey, WDSU New Orleans, chairman of the NBC Radio Affiliates Committee and leader of a subcommittee of that group

MR. COLEMAN MR. BROWN

which passed upon the "spots," or "participations" plan before it was presented to the affiliates in detail, pointed out that he had suggested —several weeks ago—the possibility of a meeting of the affiliates if the majority of them were so opposed to the plan that they thought a meeting would be worthwhile. But, he added, nothing came of this suggestion at that time.

He said he was not aware of plans for a meeting in conjunction with NARTB's convention, but also said he felt it "healthy" for affiliates to meet from time to time, and suggested that fall sessions might be appropriate for both NBC radio and tv stations.

'Vigorously Oppose'

While the NBC Radio affiliates' convention outlook was uncertain, the CBS Radio group's action came in a meeting, first among themselves and then with network officials, in New York last Wednesday. Questioned by B•T following the final session, Mr. Brown said the board "advised CBS Radio that it would vigorously oppose any proposal by CBS Radio to adopt any plan similar to that recently announced by NBC Radio for the sale of spot announcements."

Further, he said:

"Members of the affiliate board emphasized the justification for an increase in daytime network rates and pressed for additional time between network programs for spot announcements" (station breaks).

MR. MURPHY

The CBS group also named George D. Coleman of WGBI Scranton to fill the vacancy created by the resignation of I. R. Lounsberry, WGR Buffalo, and nominated directors for Districts 4, 5 and 6. (Names of the nominees were not disclosed pending their acceptance of the nominations.) Members of the respective districts will vote on the nominees "early in June," the board's statement said.

The board commended CBS Radio, its president, Adrian Murphy, and his associates "on the outstanding position of leadership established by CBS Radio, particularly during the past year."

Those present for the meeting included Chairman Brown; Hulbert Taft Jr., WKRC Cincinnati, who is secretary-treasurer; Arnold F. Schoen Jr., WPRO Providence, R. I.; Charles Crutchfield, WBT Charlotte, N. C.; W. H. Summerville, WWL New Orleans; Tom Harker representing George B. Storer of Storer Broadcasting Co.; Saul Haas, KIRO Seattle; John Patt, WJR Detroit, and C. T. Lucey, WRVA Richmond. Members unable to attend were John Fetzer, WKZO Kalamazoo and WJEF Grand Rapids, and Hugh Terry, KLZ Denver.

NBC's latest sale on its controversial plan includes six participations in *Fibber McGee & Molly* (Mon.-Fri., 10-10:15 p.m. EDT), two in *Roadshow* (Sat., 2-6 p.m.), and one in *Weekend* (Sun., 4-6 p.m.). Additionally—but not under the participations plan—Plymouth signed

to sponsor the 9:30-9:35 p.m. *John Cameron Swayze News* show on May 4, 6, 11, and 13.

The NBC order to stations noted that payments for the participations will be made on the basis of three participations per 15-minute segment of *Fibber* and eight each in *Roadshow* and *Weekend*. Under the plan, participations not sold by the network may be sold locally by the stations, but it was noted that Plymouth had asked that affiliates not schedule other automotive announcements, "even for Plymouth Dealers," within 15 minutes before and after the *Fibber* segments or within 30 minutes before or after the Plymouth announcements on *Weekend* and *Roadshow*.

NBC stations also were notified that all current participation business—Lewis Howe and Carter Products' orders for the "3 plan" programs—is being converted to the new method of compensation for participations [B•T, April 19]. Unless they notified NBC of non-acceptance from time of the order (Friday, May 23), the telegram said, continuation of the Lewis Howe and Carter Products participations on the new compensation basis after May 1 would be assumed.

It also was noted that NBC has additional orders from Liggett & Myers for *Dragnet* continuation through the summer and for "3 plan" participations [B•T, April 19], and also from Lever Bros. for *Lux Radio Theatre*.

Payment Plan

Under the NBC participations plan of station compensation, the affiliate, assuming eight participations are available per hour, is paid one-eighth of his network hourly rate for each participation sold by the network. Those unsold by NBC are available for local sale. Only specific programs are available to advertisers on the participations basis. These include the three "3 plan" shows; *Weekend* and *Roadshow*, and *Sunday With Garroway* (Sun., 8-10 p.m.).

First order under the NBC participations format was from Kiplinger's *Changing Times* magazine [B•T, April 12, 19]. It was accepted by approximately 158 affiliates and rejected by some 33.

The commercials were carried on the Sunday Garroway program.

TEA COUNCIL INCREASES AD BUDGET 33%, PLANS TV SPOTS IN 29 MAJOR MARKETS

Advertising Plans are explained at New York meeting of the Tea Council. Budget calls for use of television spots in 29 major markets. In 10 of these markets, the tea campaign will run for the entire year.

THE TEA COUNCIL of U.S.A., New York, on June 1 will plunge into an iced tea campaign with an increased budget of 33% over last year and a new advertising plan using television spots in 29 major markets, Anthony Hyde, executive director of the Tea Council, announced at the Tea Assn.'s mid-year meeting in New York last Thursday.

Under the new advertising plan there will be 10 major markets where the council's campaign will run 52 weeks out of the year. In addition, 18 markets in the South will be treated as "Iced Tea Only" cities for seven weeks of iced tea television spot during the year and two markets will receive advertising on a 27-weeks-a-year basis.

Lineup of Markets

The 10 markets for 52 weeks include the following cities: Baltimore, Boston, Chicago, Cleveland, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, and Washington, D. C. The iced tea only markets with a seven-week spot schedule include: Atlanta, Birmingham, Buffalo, Charlotte, Cincinnati, Dallas-Fort Worth, Greensboro, Houston, Indianapolis, Louisville, Memphis, Miami, New Orleans, Norfolk, Richmond, San Antonio, San Diego, and St. Louis. In San Francisco, the Council's hot tea spot campaign will run for 27 weeks and in Providence, seven weeks of iced tea spots and 20 weeks of hot tea commercials will run during the year.

In the past two years the council advertised hot tea in the top 10 to 12 markets and ran for a period of 20 weeks from October to March, then dropped out of the market until May in the South and June in the North when it picked up again with an iced tea campaign which ran for an average of seven weeks in 27 markets.

In explaining the reasons for the change in advertising strategy, Mr. Hyde stated, "Ever since we started to used filmed television spots in 1952, we have been searching for the best way to make one million dollars produce results for two different advertising campaigns, one for iced tea, the other for hot tea. In our opinion, in today's market, one million dollars is a small budget to spend even on just one product. This is especially true in the beverage field where competition among brands and between industries is so keen. For example, the total tea industry expenditure probably runs around $11 million to $12 million per year, while soft drinks are spending about $75 million; beer $100 million; coffee $51 million; milk $27 million. And it's not only that we have to sell two products in contention with around two hundred and fifty million dollars worth of advertising competition. We also have one product, hot tea, which must be re-positioned in the public's mind. . . .

"On the positive side," Mr. Hyde pointed out, "we have been making progress for the past several years. Retail tea sales were up 7% in 1953, and this was on top of a 6% gain in 1952. . . . The Leo Burnett Co. (Chicago) has done an outstanding job in developing two such powerful campaigns as "Take Tea and See" for hot tea and 'The Summertime Refresher That Doesn't Leave You Thirsty' for iced tea. In projecting these campaigns television has provided us with a very effective means of getting people's attention, and in arousing their interest sufficiently to have them stand still and consider our sales message. We have been very happy with our use of television in the past. We have high hopes for our new media plan as an even more effective way to promote our products," he concluded.

Special golden tea pot and cup and saucer were presented to seven women daytime commentators before the audience of several hundred leaders in the tea and food trades. They were: Susan Adam, WABD (TV) New York; Margaret Arlen, CBS-TV; Sloan Simpson, WOR New York, Mutual; Eloise McElhone, WPIX (TV) New York; Peg Fitzgerald, ABC; Nancy Craig, ABC and Josephine McCarthy, NBC-TV.

NEWLY-ELECTED officers of Southern California Chapter, American Assn. of Advertising Agencies, for the 1954-55 term include (l to r) C. E. Staudinger, vice president, Warwick & Legler Inc. and chapter vice chairman; Harry W. Witt, western general manager, Calkins & Holden, Carlock, McClinton & Smith Inc. and member, chapter board; Norton W. Mogge, president, Mogge-Privett Inc. and chapter chairman; R. N. Hixson, president, Hixson & Jorgensen Inc. and member, chapter board; and Herbert C. Brown, account executive, The McCarty Co. and member, chapter board. Not pictured are Charles E. Lasher, copy chief, Los Angeles office, Young & Rubicam Inc. and chapter secretary-treasurer, and Sherman Slade, vice president, Foote, Cone & Belding and member, chapter board.

TOY GROUP PLANS TV, SPOT RADIO

PLANS for spending approximately $500,000 on television to promote 104 "prestige toys" of 79 manufacturers belonging to the Toy Guidance Council were announced in New York last week by Melvin Freud, president of TGC.

The allotment to tv is part of an overall promotional budget of $1,300,000 on behalf of "prestige toys," with an undetermined sum to be spent on spot radio. Mr. Freud reported that the council has not as yet selected the tv program that will be sponsored, but said it will be a half-hour children's show that also will appeal to parents. Current plans, he said, are to start sponsorship the first week in September on a 13-week basis. The council already has selected 20 major markets for sponsorship of the program, and will add 20 additional markets in the near future, Mr. Freud added.

It was pointed out that filmed commercials

of participating manufacturers will be presented on the program on a rotating basis, appearing in several of the markets each week.

To support this advertising effort, Mr. Freud said, the council has produced a 15-minute and half-hour filmed program of the activities of the council, which will be made available free to television stations. Preliminary information, he said, indicates that these programs can be expected to be shown on more than 150 tv stations.

Florida Citrus Unit Sets $3¼ Million Ad Budget

FLORIDA Citrus Commission last Wednesday adopted a proposed advertising budget calling for spending of $3¼ million in consumer media, with radio-tv getting by far the heaviest share of the campaign. The budget, largest in history, is conditioned on the size of the 1954-55 crop.

Half of the $3¼ million budget is assigned to radio and tv, double the media's expenditure this year. An allotment of $800,000 is planned for the Tom Moore package show on MBS, 25 minutes five days a week starting in late summer. Another $700,000 is allocated to television, with the Garroway morning show receiving main attention. Some of the Florida growers are opposing the Garroway show, favoring *Twenty Questions*, with a possible switch to ABC-TV. The opponents contend they can get better time and attention on the quiz program.

The original J. Walter Thompson Co. recommendation called for $1 million in tv, with no radio, it was stated.

Total promotion expenditures of $5 million are planned by the commission, based on a per-box levy. A $250,000 allocation from reserves brought the consumer budget to $3¼ million.

McCarty Co. Effects Merger With N. Y., Dallas Agencies

THE McCARTY Co., Los Angeles agency, has merged with Laughlin-Wilson-Baxter & Persons Inc., New York, and the Russ Jurgens Adv. Agency in Dallas. In New York, it will serve the eastern area as The McCarty Co. Advertising Inc., with offices at 430 Park Ave. In Dallas, the agency name will be The McCarty Co. of Texas Inc., with headquarters at 1500 Jackson St., telephone: Prospect 4387. The McCarty Co. will retain its name in Los Angeles.

Howard Persons heads the New York operations as president. Russ Jurgens is vice president-general manager in Dallas. Clarence G. Davenport is vice president in charge of Los Angeles operations and Harry L. Bauer, vice president and manager in Chicago. George E. Church, account executive, has been appointed associate manager in San Francisco. Edward L. Murray, production assistant in Los Angeles, has been shifted to Chicago as production manager.

Barnes Leaves N. Y. Agency

Z. C. (JESS) BARNES, chairman of the executive committee and a partner of Calkins & Holden, Carlock, McClinton & Smith, last week announced his resignation, effective July 1. His future plans will be announced later. Mr. Barnes has been with the agency since Jan. 1, 1950, and prior to that was with Mutual as vice president in charge of sales.

BRYAN HOUSTON INC. SUCCEEDS S & M

Sherman & Marquette partnership sells out to its president, Mr. Houston. The N. Y. advertising agency bills $12.5 million in radio-tv annually.

THE ADVERTISING firm of Bryan Houston Inc., New York, successor to the 17-year-old Sherman & Marquette Inc., New York, was officially announced last week at a luncheon at the Gotham Hotel there by Bryan Houston, who was president of S & M and who will continue in the same capacity in Bryan Houston Inc. [B•T, April 25]. The firm was bought from the partnership of Sherman & Marquette. Bryan Houston Inc. bills approximately $20 million of which about $12½ million is in television and radio. In addition to Mr. Houston the agency has twelve officers and maintains a working staff of 126 people.

MR. HOUSTON

Officers are: Henry M. Schachte, senior vice president; Harry W. Bennett Jr., executive vice president; William C. Geoghegan, vice president and account supervisor; William R. Hillenbrand, vice president and account supervisor; F. Winslow Stetson Jr., vice president and account supervisor; Jesse O. Bickmore, vice president and director of merchandising; Stanley Freeman, vice president and director of art; Arkady Leokum, vice president and copy chief; Frederick L. Ryner, vice president and director of research; William B. Templeton, vice president and director of radio and television; John B. Crandall, vice president and director of media; Samuel H. Weber, vice president and director of production.

MR. TEMPLETON

MR. BENNETT

MR. CRANDALL

MR. SCHACHTE

Houston's Background

Mr. Houston has been with Sherman & Marquette for the past four years as head of the New York Office. Before that he was executive vice president of Lennen & Mitchell (now Lennen & Newell Inc.) from March 1949 to October 1950. He also was executive vice president of Pepsi-Cola Co. for two years and with Young & Rubicam as a vice president. Prior to Y & R he was sales executive for a number of large companies including Standard Oil of Ohio and Tide Water Associated Oil Co.

Mr. Schachte before joining S & M was vice president in charge of advertising for the Borden Co. and prior to that was with Young & Rubicam.

Mr. Bennett has been with S & M for the past three years and before that was advertising manager of Good Luck Div. of Lever Bros. and spent nine years with Compton Adv., New York.

Accounts which have been handled by S & M will continue to be serviced by Bryan Houston Inc. They are: Colgate-Palmolive Co.'s products (Ajax cleanser, Halo shampoo, Cashmere Bouquet soap, Cashmere Bouquet cosmetic line, Colgate chlorophyll toothpaste, Colgate toothpowders, Colgate brushless and lather shaving creams, Veto cream), Nescafe instant coffee and Nestle's instant coffee.

Mr. Houston said at the luncheon that "as an advertising agency, our function is to produce profits for the advertiser. And every single product advertised by this agency is making a profit for its makers."

He listed five points that he said the agency believed in: (1) thorough research; (2) basic selling ideas; (3) sound merchandising; (4) intelligent use of media; and (5) business know-how.

"Now take this business of research," he said. "The first studies by Gallup & Robinson of the impact of television commercials were done for this agency. Those studies are still in progress and I can't see any reason why they should ever stop."

As for basic selling, Mr. Houston pointed out that "every shopping day last year, purchasers bought more than 1,850,000 packages of products advertised by this agency."

Standard Oil Names D'Arcy

STANDARD Oil Co. of Indiana, heavy regional user of radio and television, is switching its product advertising from McCann-Erickson, Chicago, to D'Arcy Adv. Co., St. Louis, it was officially confirmed last Thursday.

Move involves at least $1 million in broadcast media expenditures and a substantial budget for other media, it was believed. Word of the change was announced by Dwight F. Benton, vice president in charge of sales for Standard. It followed an elaborate presentation made by D'Arcy executives to Standard officials in recent weeks.

BBDO, Chicago, will continue to service Standard's institutional account, which is not involved in the change covering Super Permalube, Red Crown gasoline and other petroleum products.

BAB-Macy's Radio Test Gets Results

"HIGHLY satisfactory."

Those two words sum up the immediate reaction of executives of R. H. Macy & Co., world's largest department store, to the "heaviest concentrated radio campaign in the history of retail advertising," BAB, which cooperated with Macy's in the conduct of the campaign, reported last week.

From Monday evening, March 22, to Saturday morning, March 27, Macy's used a total of 642 radio announcements on seven New York stations with an average of at least one commercial—and most of the time two or three—on the air during every quarter-hour from 6:30 a.m. to 11:15 p.m. during the entire campaign, BAB said. The Macy announcements were broadcast by WABC, WCBS, WINS, WMCA, WNBC, WOR and WOV, four network and three non-network stations.

Shopping Area Only

An estimated 27 million family impressions were made by the announcements, at an approximate cost of 50 cents per thousand, BAB reported. It was noted that this estimate was based on residents within the Macy shopping area of New York City, Westchester and Nassau Counties, N. Y., and Hudson County, N. J., disregarding all homes reached by the announcements outside that area.

The radio promotion, advertising Macy's major spring event, "The Largest Sale on Earth," involved two phases: a pre-sale buildup from Monday evening, when the broadcasts started, through Thursday afternoon, opening day of the sale (New York stores are open Thursday evening), and specific item advertising from Wednesday afternoon through Saturday morning. There was no newspaper advertising during the pre-sale promotion stage, but item promotion was carried in newspapers beginning on Wednesday, start of the second phase.

Macy's radio formula included 253 one-minute announcements, 309 20-30-second station breaks and 80 7-10-second station identification announcements. The breaks and identifications were transcribed, with all copy read by a single announcer over a background of circus production effects. Station identifications were used as teaser announcements on Monday and Tuesday only.

The minute spots were participations on personality shows, delivered by the stars themselves, including Martin Block, George Hamilton Coombs, Martha Deane, Faye Emerson, John Gambling, Emily Kimbrough, Bill Leonard, the McCanns, Herb Sheldon, Jack Sterling, Tex and Jinx (McCrary) and Barbara Welles.

To determine the effectiveness of the radio campaign in attracting customers to Macy's, BAB underwrote a program of research that called for interviewers to be stationed on every floor of the store on the opening day of the sale (Thusday). These interviewers were to question shoppers to find out what proportion had heard of the sale on radio, read about it in newspapers, learned of it through both media or through neither. Results of this research will be applied to BAB to other projects under the bureau's "Operation Local Sales Committee" plan, whereby important local retail advertisers are sold radio test campaigns by all BAB member radio stations in a single market.

Admiral Renews Bishop Sheen

ADMIRAL Corp., Chicago, has renewed Bishop Fulton J. Sheen's *Life Is Worth Living* for another 26-week period starting Nov. 2, it was announced last week by Edmond I. Eger, vice president in charge of advertising.

It will mark the third year Admiral has sponsored the series, which appeared on 169 DuMont Tv Network stations this past season. Admiral plans a similar number of outlets next season. Erwin, Wasey & Co., New York, handles the home tv receiver part of the Admiral account.

Fab, Motorola Contest

FAB AND MOTOROLA are running a color tv set contest in which consumers send a box top and the completion of a jingle on the box. Prizes in the contest, which ends Aug. 15, will be Motorola color tv sets. Entries will be judged by Reuben H. Donnelly Corp. and the editors of *Progressive Grocer*. The contest will be promoted on the following Colgate-Palmolive Co. shows: *Colgate Comedy Hour, Strike It Rich,* and *The Big Payoff,* and on Motorola's *The Motorola Tv Hour.*

SPOT NEW BUSINESS

American Safety Razor Corp., through BBDO, N. Y., planning spot radio campaign. Details as yet undecided.

Paper-Mate Inc., Culver City, Calif. (Paper-Mate Pens), last week started two-week saturation radio spot announcement campaign to supplement continuing tv spot campaign in areas not heretofore covered, on 81 stations in 25 western markets, averaging 45-50 weekly spots in each market and using recently revised samba jingle. Agency: Foote, Cone & Belding, L. A.

Blatz Brewing Co., Milwaukee (Blatz beer), considering sponsoring chain breaks on stations carrying McCarthy hearings. Agency: William Weintraub & Co., N. Y.

White Sewing Machine, N. Y., planning six-week television spot campaign in about 35 markets starting this month. Agency: BBDO, N. Y.

NETWORK NEW BUSINESS

Eversharp-Schick signs to sponsor 8:45-9 p.m. segment of *Arthur Godfrey Digest,* CBS Radio (Fri., 8:30-9:30 p.m.), effective May 28 for four weeks. Agency: Biow Co., N. Y.

Helene Curtis Industries Inc., Chicago (Lanolin Discovery, Spray Net), buys for 13 weeks *Top Plays of 1954* on NBC-TV (Tuesday., 9:30-10 p.m. EDT), starting June 1. Agency: Earle Ludgin & Co., Chicago.

Chrysler Corp. (Plymouth Div.), to sponsor 13 Robert Trout five-minute newscasts over CBS Radio from today (Mon.) to May 15. Agency: N. W. Ayer & Son, N. Y.

Pan American Coffee Bureau, N. Y., under Mutual's "Multi-Message" plan, to sponsor *Mickey Spillane Mystery* (Tues., 8-8:30 p.m., EDT) and *Official Detective* (Thurs., 8-8:30 p.m., EDT), starting this week. Agency: Cunningham & Walsh, N. Y.

Church of Christ, Abilene, Tex., signed to present a new filmed program, *The Herald of Truth,* on DuMont Television Network (Sun., 1:30-2 p.m., EDT), starting yesterday (Sunday). Agency: Martin Co., Chicago.

AGENCY APPOINTMENTS

General Cigar Co., N. Y., names Young & Rubicam, same city, to handle advertising for its Van Dyck cigars. Agency already handles firm's White Owl cigars, Robt. Burns cigars and Robt. Burns Cigarillos.

Graflex Inc., Rochester, N. Y. (Graflex and Graphic cameras and accessories), appoints Hutchins Adv. Co., same city.

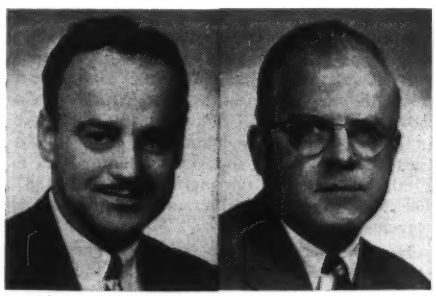
Potato Advisory Board, Bakersfield (California long white summer potatoes), names The McCarty Co., L. A., to handle advertising. Radio and tv spots will be used along with other media. Walter Brooks and Jim Molica are account executives.

The Steiff Co. (Sterling silver), appoints VanSant, Dugdale & Co., Baltimore. Nicholas VanSant is account manager.

ADVERTISER & AGENCY PEOPLE

Joseph S. Seroka, assistant advertising director, Benrus Watch Co., appointed sales promotion manager.

Ray Cunningham, supervisor of sales dept., Plymouth Motor Corp., appointed merchandising and sales programs manager. **J. G. Brien,** executive assistant, Plymouth advertising dept., appointed dealer cooperative advertising manager.



MR. CUNNINGHAM MR. BRIEN

Kendall Light, formerly general sales manager, WTCN Minneapolis, appointed general sales manager, Woodard Foods Inc. (food brokerage firm), same city.

Walter H. Johnson, vice president over properties, American Airlines Inc., appointed sales manager.

Ben Z. Kaplan, coordinator of national sales CBS-Columbia, radio and tv mfg. div., to the House of Louis Feder (maker of men's hairpieces), as vice president and general manager.

Charles Hutaff, formerly director of advertising, promotion and merchandising, WTAM and WNBK (TV) Cleveland, named manager of ad-

vertising, new business and public relations, Second Federal Savings & Loan Assn., same city.

Robert Page named advertising and sales promotion manager, Robert L. Rice Co., Portland, Ore. (Crosley-Bendix distributors).

Harold F. Davis, formerly account executive Ward, Wheelock & Co., N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, in same capacity.

MR. DAVIS

Walter Zivi, executive vice president, O'Neil, Larson & McMahon, Chicago, to Arthur Meyerhoff & Co., same city, as account executive.

Mel L. Brink, formerly partner, M.B.C. Adv. Agency, Kansas City, to Warner, Schulenberg, Todd & Assoc., St. Louis, as account executive.

Paul Weinschenck, head of packaging operations, Rheingold Brewing Co. eastern plants, and **Joseph M. Fink,** assistant comptroller with firm in N. Y., named vice president in charge of Los Angeles operations and secretary-comptroller, respectively.

Lance H. Turner named advertising manager, The Paris Co., Salt Lake City department store. He succeeds **John F. Mower** who joins Olds & King, Portland, Ore., department store, in similar capacity.

Arthur Booth, executive vice president, Sterling Adv. Inc., N. Y., named director of agency's plans board.

Dick Mohr, copy director, Mottl & Siteman Adv., L. A., named vice president.

A. Wayne Baker, promotion manager, KSL Salt Lake City, named vice president-general manager, Francom Adv. Agency, that city.

John Rigor, formerly with Fuller & Smith & Ross, N. Y., appointed account executive, Grey Adv., N. Y.

Richard Parkinson and **A. R. Finley** to Cole & Weber Adv., Portland, as account executives.

Charlotte Fairlamb named media director, Boccard, Dunshee & Jacobsen, Denver.

Barbara Brooks, formerly coordinator of broadcast activities, Bermingham, Castleman & Pierce Inc., N. Y., to The Whitebrook Co., same city, as space and time buyer.

John J. Hanselman, former partner, Hanselman & Clenaghen Adv., Portland Ore., named an associate, Blitz Adv., same city.

William G. Morrisey III, formerly copy supervisor, Fletcher D. Richards Agency, N. Y., named copy director, Boland Assoc., S. F.

Mrs. T. M. Tripp, KHQ-AM-TV Spokane, and **Robert Clark,** art director, Gillespie Decals, Portland, Ore., to House & Leland, same city, as radio-tv director and member of art staff, respectively.

John Kemp, promotion manager, *Hollywood Citizen-News,* forms own general advertising agency, John Kemp Co., at 1651 Cosmo St., that city.

Robert Merryfield, news director, KBID-TV Fresno, resigns to establish his own advertising agency, that city.

CBS FILM PLANS FOR SYNDICATED NEWS

Quicker service plus programming and promotional aids to be offered stations.

CBS Film Division of CBS-TV is formulating a new plan with a new approach for syndicated news service to be offered to stations, effective probably early in June.

The highlights of the new syndicated news service will include speedier service via air lines schedule, a plan for stations to build their own news programs by keeping film clips with instructions, double montage for news openings with client identification set on top of it free of charge and a merchandising plan, as well as news commentaries featuring CBS network staff news analysts. In addition CBS news staff plans to make available to any of its station subscribers a consultant and advisory service to help sell locally and set up a library. In some cases the film firm will send a CBS man from New York to the station to help set up news coverage.

CBS Film within the last month made an exhaustive study of the major air lines schedules and with the cooperation of such companies as TWA, American Airlines, Northwestern, United and Eastern Airlines has worked out a regular schedule whereby the news film is custom shipped from New York to meet certain planes on a staggered schedule. Previously, film clips went in batches on the same plane. This new method of delivery is faster with planes meeting transferring planes in time to send the films to the stations as soon as possible.

The new service offers to help stations build their own news shows, with film clips that they will be allowed to keep for their news libraries, along with stock pile news with instructions on how to use them and the other clips in news shows. Films of news analysts and commentators also will be sent, to be combined with the clips and instruction on use. Two shows, *News Highlights of Events* and *News Quiz Show,* will be written by top CBS editors for use of subscribers to the CBS Film service.

The opening for news shows with a double montage of news events plus the client identification superimposed on top will be made free of charge to stations.

The news services' merchandising plan includes relief maps to be used locally, which can be sold or given to local clients to help promote the news shows. Other point-of-sale merchandising available are lighted map relief, gloves, CBS copy pencils, CBS puzzle games, news forecasts, and question and answer news booklets.

Clips of two or three minutes made by such as Bob Trout, Charles Collingwood and other CBS news staff members, will be sent once a week on the news events of the week.

The consultant and advisory service of CBS News Dept. will be available to all subscribers.

IN A TRANSACTION said to be "one of the most important tv film deals for Canada to date," ABC Film Syndication last week announced it has sold *The Playhouse* film series to the Gruen Watch Co. of Canada Ltd. and Jacoby-Bender Inc., New York, manufacturers of J-B watch bands. Signers of the pact are (l to r): William Scheibel, J-B advertising director; Sidney M. Weiss, executive vice president and treasurer of Lewin, Williams & Saylor Inc., agency for the advertisers, and Nat V. Donato, account executive for ABC Film Syndication. The series will be sponsored on alternate weeks by the two firms on the full CBC-TV network and on CHCH-TV Hamilton.

RKO Reported Readying Short Subjects for Tv

INDICATIONS that RKO Pictures Corp. is moving toward release of its films to television were pointed up last week in a report that a theatrical short subjects film series, *Sportscopes,* has been edited and prepared for television release [CLOSED CIRCUIT, April 19].

It was reported that the release of *Sportscope* by RKO Pathe, short subjects division of RKO Pictures, is the opening gun in a plan to make short subjects available for television. B•T learned, however, that despite persistent reports that RKO theatrical films will be released to tv, the company is planning no such move in the immediate future. Top officials in New York indicated that such a decision rests with Howard Hughes and that he has not disclosed his intention.

RKO Pathe, it was learned, has edited *Sportscopes* of various lengths to 6¼ minutes and plans to have 52 films tailored for television. The films are expected to be ready for distribution in the fall.

Though RKO Pathe officials in New York declined to reveal whether other short subjects would be made available to television, it was indicated that such a move is under consideration and that other films of this type will be prepared for television release.

Sunset Securities Files For 4 Foreclosed Movies

PAVING the way for television release of four foreclosed feature motion pictures, Sunset Securities has filed four "quiet title" actions in Los Angeles Superior Court. Released by Universal, the films are "A Double Life," "Countess of Monte Cristo," "Casbah" and "One Touch of Venus."

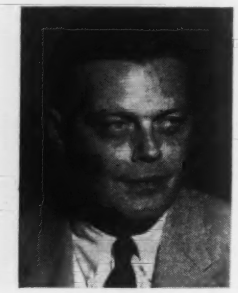
Ronald Colman is the only defendant named in the "Double Life" suit which asks, as do the others, that the court rule the defendants have no rights to the properties in question.

Defendants in the other actions are Andrew Stone, John Beck, Sonja Henie and 10 John Does for "Countess of Monte Cristo"; Erik Charell, Henri LaBarth, Harold Arlen, Leo Robin, Tony Martin and Nat C. Goldstone for "Casbah"; Kurt Weill, Ogden Nash, S. J. Perelman, Dick Haymes, Lester Cowan, Bella Spewack, Ava Gardner, Rose Inc., Pickford Corp., Chappell Co. Ltd., and 10 John Does for "One Touch of Venus."

GENERAL TELERADIO APPOINTS ROBECK

Former executive of Consolidated Television Sales becomes sales manager of General Teleradio's film division.

STEPPED-UP activity by the General Teleradio film division was foreshadowed last week with the announcement that Peter M. Robeck, formerly general sales manager of Consolidated Television Sales, has been named to the newly-created post of sales manager of the division.



MR. ROBECK

An announcement from Thomas F. O'Neil, president of MBS and General Teleradio, said that a field force of experienced salesmen currently is being recruited to work under Mr. Robeck's direction.

Mr. Robeck had served CTS for two years and resigned several months ago when the firm changed ownership. Previously, he had been for three years assistant sales manager of KTTV (TV) Los Angeles.

General Teleradio's entry into the tv film field long had been reported in the development stage and took substance several months ago when it acquired various tv film properties [B•T, April 19]. The company co-produced (with 20th Century-Fox) the *Greatest Drama* series, currently in syndication; acquired the Phillips H. Lord properties, and filming of at least one of these, *Gangbusters*, is in progress, and obtained licensing rights to a group of 30 feature films at a cost estimated unofficially at $1.25 million.

Mr. O'Neil said that a review of current General Teleradio film properties and plans for new production and acquisitions will be made public during the NARTB convention in Chicago this month.

Essex Films Releases Negro Documentary

COMPLETION of a new 15-minute tv film series *One Tenth of a Nation*, dealing with the achievements and accomplishments of the American Negro, has been announced by Essex Films Inc., exclusive distributor.

The series documents the American Negro's progress in all fields of activity including science, medicine, sports, arts and letters, and national affairs. It was produced by American Newsreels, for 12 years the country's only Negro newsreel.

Tenth of a Nation now is available for national or regional sponsorship, or may be purchased by individual stations. Each film makes provision for opening, closing and interior commercial breaks.

Screen Gems Sales Meet

SCREEN GEMS Inc. will hold its first national sales meeting in Chicago during the week of the NARTB convention to formulate new merchandising plans for the distribution of *Your All-Star Theatre*, *The Big Playback*, and *Celebrity Playhouse*. Sales personnel also will be briefed on new properties that Screen Gems expects to release for syndication in the fall.

$4 Million for 'Dragnet'

A TOTAL of $4 million reportedly was involved in the recent purchase of *Dragnet* property by Music Corp. of America, according to attorney S. S. Hahn, representing Julie London Webb in her divorce action against Jack Webb. In obtaining a citation against the actor-director for failing to pay his client $350,000 when the program was sold, Mr. Hahn said Mr. Webb was to receive $2 million from MCA for his 50% interest with $500,000 in cash and the remainder paid at $250,000 per year. Producer Stanley Meyer and Michael Meshekoff, who each owned 25% of the package, supposedly received $1 million each.

ABC Signs Leahy Series, Gets NCAA Tv Schedule

ON the heels of its acquisition of the National Collegiate Athletic Assn. television football schedule for 1954 [B•T, April 26], ABC announced last week that it had signed Frank Leahy, former football coach at Notre Dame, for a weekly tv series.

ABC President Robert E. Kintner said the program, a half-hour filmed dramatic show with sports as a background, would start next fall at a date and hour as yet unset. Titled *The Frank Leahy Show*, it will present stories concerning the influence high school coaches have had on the careers of some of the nation's top citizens, with the honored guests appearing personally for interviews by Mr. Leahy.

Filming of the series was slated to start last week in Hollywood at the RKO Pathe studios.

$3 Million Loan For Films Given TPA

TELEVISION Programs of America, New York, announced last week it has arranged a production loan of more than $3 million from Walter E. Heller & Co., Chicago, to provide funds for TPA's *Ramar of the Jungle*, *Adventures of Ellery Queen*, *Lassie* and *Halls of Ivy* film series.

An announcement from TPA said the transaction is "the largest one of its kind involving television and film properties" and pointed out it establishes Heller & Co. in the television business "to a degree that is equal to its participation in the motion picture business where it provides substantial production funds for United Artists."

Milton Gordon, president of TPA, handled negotiations for the loan. Mr. Gordon was vice president of Heller & Co. at the time the firm provided production funds for United Artists and he is credited with designing the original financial plan for the reorganization of the motion picture firm.

Walter Heller, president of Heller & Co., worked out the present loan to TPA. His organization has provided financing in the lumber, oil refineries, mining and textile fields, as well as in motion pictures and television. It is reported that Heller & Co. has assets in excess of $100 million and does an aggregate business of $500 million a year.

Lorillard Buys Gem Films

P. LORILLARD Co., New York (Kent cigarettes), through Young & Rubicam, has purchased from Screen Gems Inc., New York, 13 half-hour tv filmed dramas, originally telecast on *The Ford Theatre*, for use under the title of *Kent Theatre* in seven markets, starting in July. The markets set to carry programs are Chicago, Cleveland, Cincinnati, Baltimore, Minneapolis, Philadelphia and San Francisco, with other markets to be added.

FILM SALES

Michigan Bell Telephone Co., Detroit, through N. W. Ayer & Son, Philadelphia, has signed with General Teleradio film operation for sponsorship on 26-week basis of half-hour film, *The Greatest Drama*, in Detroit, Lansing, Kalamazoo, Grand Rapids, Saginaw and Cadillac.

KNBH (TV) Hollywood has acquired 130-feature film package, which includes 57 first-run pictures, from **Jack Broder** and **Cheryl Tv Corp.**, represented by **John A. Ettlinger, Unity Tv Corp.** and **Standard Tv Co.** Included are 20 "Charlie Chan" features, 20 westerns based on Zane Grey novels and 17 European films.

NBC Film Division announced last week that

ADOLPH MENJOU spent three busy days in Cincinnati participating in the premiere of Ziv-Tv's *Favorite Story* which has opened its second year there for Bavarian Brewing Co. on WLWT (TV), Crosley owned station. At a party given for Mr. Menjou, who is host and frequent star of the series, were: William E. Schott, Bavarian president; Robert E. Dunville, Crosley Broadcasting Co. president, host of the party; Mr. Menjou, and Frederic W. Ziv, chairman of the board of Ziv-Tv.

WSM-TV
POWER BOOST TO
100,000 WATTS

In this market WSM-TV is recognized as the #1 television operation. We established this position by inheriting the talent staff (200 live entertainers), the production, know how and the prestige of our radio operation, 50,000 watt Clear Channel WSM.

We solidified this position as the dominant TV power in this market by getting on the air first — back in September, 1950. We spent considerable money to build our own micro-wave relay system from Louisville (180 miles away) to give our listeners live television years before the telephone company completed its own system.

WSM-TV pulls all stops to hold its position as the #1 TV operation in this market with local programming that includes live telecasting of local Vanderbilt basketball games and exclusive TV coverage of Nashville's Southern league baseball team.

With the combination of local programming to fit local tastes (our radio specialty since 1926) and the best in NBC shows (including the seven programs which Nielsen rates among the top ten nationally) we have the bulk of the 190,000 TV homes in this area.

Our move to 100,000 watts is just another in the chain of events which keeps WSM-TV far out in front as the time buyer's choice for selling this rich market.

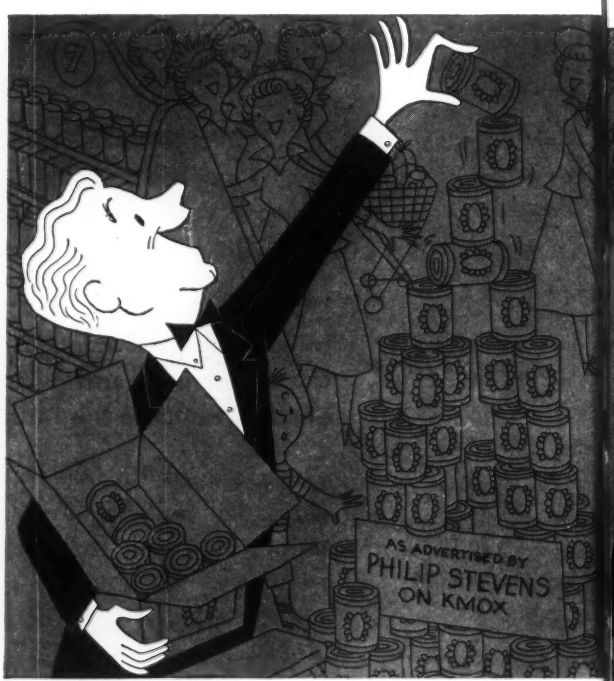
Channel 4 WSM TV

NASHVILLE, TENNESSEE

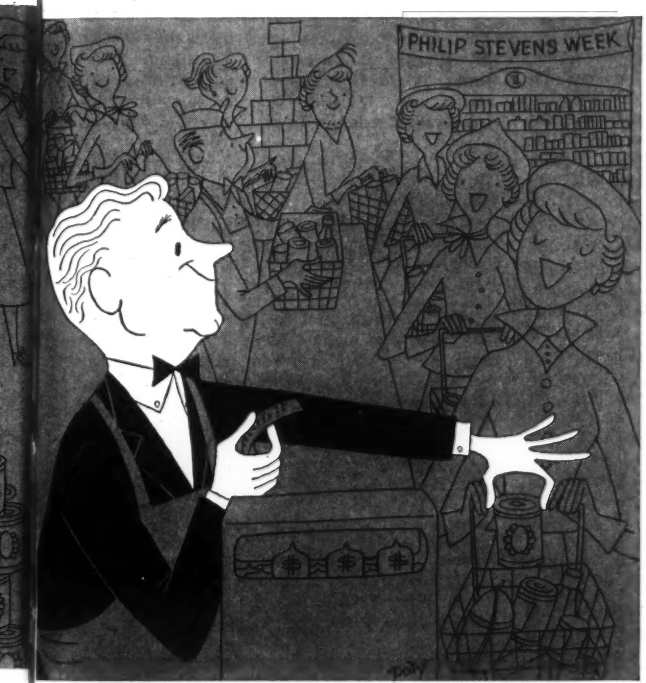
Clearly NASHVILLE'S #1 TV STATION

Selling St. Louis is as easy as

ONE . . . TWO . . .



THREE!



You can count on it—selling St. Louis is a snap when you start with Philip Stevens on KMOX. On his Housewives' Protective League and Sunrise Salute programs ("the most sales-effective participating programs in all St. Louis broadcasting"), he tells your customers where to buy and *what* to buy.

But he doesn't stop there. If yours is a product sold in grocery stores, he *doubles* the impact of your on-the-air advertising by enlisting a record *2,137 St. Louis stores* to merchandise your product. This means that your brand name receives solid point-of-sale promotion with all of the trimmings in St. Louis' biggest chain food stores—*where an estimated 63% of the area's total food sales are made!*

Trebling the impact of this on-the-air and point-of-sale promotion, Philip Stevens follows through with regular in-store personal appearances to create even greater acceptance *and demand* for your product.

Selling's as easy as that in St. Louis. All you need to know to get started is our phone number (Central 1-8240).

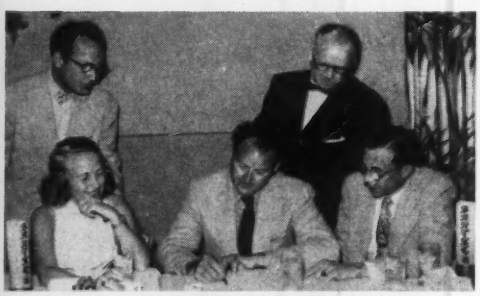
50,000 watts **KMOX**

"The Voice of St. Louis"... CBS Owned

Represented by CBS Radio Spot Sales

CENTRAL National Bank of Cleveland takes Jim Martin's morning news show on WGAR there. Signing (l to r): W. W. Priesmeyer, acct. exec., Fuller & Smith & Ross; Mannie Eisner, WGAR sls. repr.; Loring L. Gelbach, president of the Cleveland bank.

RHEINGOLD beer will use 50 announcements weekly on WCAU Philadelphia. Discussing plans for the campaign are (l to r): Jack DeRussy, WCAU sls. mgr.; John A. Clement Jr., pres. of beer distributing firm by that name; Merrill L. Carroll, WCAU acct. exec.; Royden Y. Hayman, sls. mgr. of Clement firm.



BARTKE'S Restaurants will sponsor one Mon.-Fri. quarter-hour and three Mon.-Sat. five-minute news shows on WBOY Tarpon Springs, Fla. L to r: Seated—Alva and Frank Bartke, owners of two restaurants, and Clair Linn, WBOY prog. dir. Standing—A. H. (Ted) Turner, pres.-gen. mgr., and Clarence Gosey, cml. mgr., both WBOY.

METROPOLITAN Pontiac Inc. buys transcribed *Ray Bloch Show* on KLZ Denver. With contract in hand is Henry J. Davidson (r), pres. of sponsor, shown with Harker Spensley, salesman of the Denver station.

recent sales have raised markets on *Victory at Sea* to 102 and *Captured* to 100. Other division properties in more than 100 markets are *Paragon Playhouse,* 129; *Dangerous Assignment,* 164; one-hour long *Hopalong Cassidy,* 145, and *Badge 714,* 152.

KTNT-TV Tacoma, Wash., has acquired two-run rights to 23 feature length films, including "Macomber Affair," "Navaho," and "Millionaire for Christy," from **Quality Films,** Hollywood.

KRON-TV San Francisco has acquired three-run rights to *Jim and Judy in Teleland,* 39-episode animated children's film series, from **Louis Weiss & Co.,** Los Angeles.

KTTV (TV) Hollywood has contracted with **Louis Weiss & Co.,** L. A., for unrestricted use of six 80-second animated nursery rhyme shorts over 15-month period.

United Television Programs Inc., Hollywood, since its recent sales convention has chalked up the following sales, according to **Wynn Nathan,** vice president in charge of sales. Newest UTP release, *Lone Wolf,* has been acquired by KGGM-TV Albuquerque **(Albuquerque Chevrolet Dealers),** KSD-TV St. Louis **(Griesedieck Bros.),** WSB-TV Atlanta **(Nash-Kelvinator** and **Roman Cleanser Bleach),** WDSU-TV New Orleans **(Perma Glass** and **World Sew-Vac),** KBOI (TV) Boise, Idaho, KRON-TV San Francisco, WNAC-TV Boston, KOOL-TV Phoenix, KSL-TV Salt Lake City, KING-TV Seattle, WTMJ-TV Milwaukee, KTSM-TV El Paso and WNEX-TV Macon, Ga.; *Waterfront* by WHB-TV Kansas City, Mo. **(Griesedieck Bros.),** KSTP-TV St. Paul **(Anheuser-Busch),** WRDW-TV Augusta **(Maxwell Bros. Furniture Co.),** WSUN-TV St. Petersburg, Fla., and WABI-TV Bangor, Me. (both **Schaefer Brewing Co.).**

Contracted for both *Counterpoint* and *Royal Playhouse* are WTTG (TV) Washington, WDAF-TV Kansas City, Mo., WBZ-TV Boston, WKOW-TV Madison, Wis., WNEM-TV Bay City, Mich., and KARK-TV Little Rock; *Heart of the City* and *Hollywood Offbeat* by WECT (TV) Elmira, N. Y.; *Double Play* by WBAP-TV Fort Worth **(Jax Beer);** *The Ruggles* by KARK-TV Little Rock. KABC-TV Los Angeles, on a two-year unrestricted run basis, has acquired the four films produced by **Gross-Krasne Inc.** for CBS-TV *Lux Video Theatre* and the three the firm made for CBS-TV *Omnibus,* based on **John Steinbeck** stories.

FILM PRODUCTION

Richard Bare Productions & Varieties Ltd., Hollywood, has been signed to film the initial program in *That's Life,* new situation comedy series to star **Alan Young,** for NBC-TV. Shooting is scheduled for today (May 3) at Republic Studios. **Edmund Beloin** is executive producer for NBC and **Richard Bare,** whose firm produces the "Joe McDoakes" film shorts for Warner Bros., is director.

Filming of National Tuberculosis Assn.'s 50th anniversary picture for both theatre and tv showing, has been completed by **National Video Productions,** Washington, D. C., according to **F. William Hart,** vice president and production director. The half-hour drama titled "Within Man's Power" was filmed at **Capital Sound Stage,** Washington, in both 35 and 16mm footage.

The film, scheduled to have its national premiere at the NTA convention in Atlantic City on May 17, traces the history of man's fight to bring tuberculosis under control. A cast of 60 actors was used in the production under the direction of **Nicholas Webster. Boris Kaufman,** in charge of cinematography, introduced new experimental photography techniques in the film, Mr. Hart said.

Charmil Productions Inc., Hollywood, has been formed by **Glenn E. Miller** and **Charles Shows** to produce quarter-hour *Adventures of Patches,* filmed tv children's program, with **Larry Harmon** starring. Program was live on KNBH (TV) Hollywood for 2½ years. **Cheryl Tv Corp.,** same city, is distributing series nationally. KWTV (TV) Oklahoma City started the 13-week series April 26.

Desilu Productions Inc., Hollywood, started shooting pilot film in *My Aunt Willy,* new half-hour situation comedy series, starring **June Havoc** as a lady lawyer in a small New Hampshire town. **William Spier,** who wrote the script with **Louis Pelletier,** is producer with **Desi Arnez,** executive producer, and **William Asher,** director.

RANDOM SHOTS

Warner-Johnson Productions, General Service Studios, Hollywood, has been formed by **Jerry Warner,** at one time with Biow Co. and BBDO, and **W. C. Johnson,** Chicago advertising executive, to film *Grocery Boy,* a half-hour tv series aimed at the grocery market for fall telecasting. Negotiations are in progress with **Jack** and **Bob Carson** to star in the series, 26 scripts for which have been completed by **Dane Lussier.** Mr. Warner is currently on assignment for **Quaker Oats Co.,** completing the 40-minute color film for the firm's regional sales meetings. Agency is Needham, Louis & Brorby, Chicago.

PUBLICI-TV, 1610 N. Argyle Ave., Hollywood, has been formed by **Jack Gardner, Gene Coon,** former CBS-TV newsmen, and producer-director **Lee Carrau** to shoot, edit, write and place controlled news releases on video news programs locally and nationally. Telephone is Hollywood 4-3080.

As part of **Prudential Insurance Co. of America's** campaign against home accidents, 16 mm color film, "Mrs. Hazard's House," produced by **King Horton Productions,** Hollywood, is being shown on tv by local health departments of 11 western states and Hawaii. Prints of film were made available by insurance firm, with individual health groups arranging tv time.

FILM PEOPLE

Richard H. Gedney, western manager, Consolidated Tv Sales, appointed account executive in the New York sales office, film syndication div., Motion Pictures for Television Inc.

Connie Haines, singer on radio, television and in motion pictures, signed to a long-term contract by Guild Films Co., N. Y., and will appear in *Frankie Laine Show,* which Guild is producing for release in September.

Basil Grillo, vice president, Bing Crosby Enterprises Inc., Hollywood, elected to the Motion Pictures Permanent Charities Committee board of directors. **Maurice Unger,** vice president in charge of West Coast, Ziv Tv Programs Inc., and **William Self,** associate producer, Meridian Pictures, elected to represent Alliance of Television Film Producers on the PCC membership committee.

Stephen Ames, 55, motion picture producer who has been on production on *Deadline,* his first half-hour tv film series, died April 22 of a heart attack.

John W. Novak, 46, an editorial supervisor for Van Praag Productions, N. Y., died of a heart attack in his office last Wednesday.

Julie Benell is a *buy-word* in Italy

Ma shoos! How that gal's cooking goes over with the natives of Italy (the one in Texas about 40 minutes by Fiat from WFAA-TV's lean tower). Julie Benell recipes are followed faithfully – and the brand name ingredients she uses pack her viewers' pantries. Her homemaking fans know that a Julie Benell menu makes a happier home.*

'Ey goomba, they also feast on Benell kitchen magic in Paris, Frisco, Nevada and Paradise – all in the WFAA-TV picture. Help yourself to a generous serving of this vitamin-packed DALLAS-Fort Worth market. Check the keepers of the commissary, Edward Petry & Co., for the latest price list.

**There are some real happy homes of food brokers, manufacturers, and supermarkets because of Julie, too.*

Most recent count shows 337,000 places are set at the WFAA-TV table.

Channel **8**

WFAA-TV

DALLAS — Fort Worth

NBC • ABC • DUMONT

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of The Dallas Morning News

RADIO AUDIENCE UP OUTSIDE THE HOME

Radio listening out-of-the-home hits a record high during January-February 1954, The Pulse Inc. reports, with a gain of 14% over the 1952 level in 21 major markets surveyed.

OUT-OF-HOME radio listening during the winter of 1954 reached a record high, registering a gain of 14% over the 1952 level, The Pulse Inc. reported last week.

This conclusion was drawn by The Pulse from results of out-of-home surveys conducted in 21 major markets throughout the country during January and February 1954. One other major highlight of the surveys, according to Dr. Sydney Roslow, director of The Pulse, was that between 6 a.m. and midnight, an average of 4% of all radio families reported listening in away-from-home places.

"If these results are projected nationally," Dr. Roslow said, "the out-of-home audience during the past winter added an average of 1,750,000 families to the listening audience in any given quarter-hour of the day."

Other significant findings of the surveys were: (1) for the first time, the level of out-of-home listening remained unchanged between summer and winter, reversing the trend which normally finds out-of-home listening on the decline during January and February as compared with July and August; (2) out-of-home listening added 21.7% to at-home listening as compared with 13.7% three years ago and 18.6% last year; (3) increase in out-of-home listening was attributed not only to auto listening but listening at work, in public places, and during visits.

The surveys showed that in New York, for example, 53% of the out-of-home audience reported listening in autos; 28%, at work; 18%, while visiting, and 18%, in other public places. It was noted that these figures add up to 115% because of listening in more than one place.

On a market-by-market basis, it was reported that the "plus" represented by the away-from-home group ranged from 14.5% in Miami to 23.9% in New York. Los Angeles was said to be first on the basis of actual level of listening, with an average of 4.5% of the families there reporting away-from-home listening during the average quarter-hour between 6 a.m. and midnight. Boston and New York were next, with a 4.4% average.

Market by market data are shown below:

	Homes Using Radio* (Winter '54)†	Homes with Out Of Home Listening* (Winter '54)	(Winter '53)	% Added By Out Of Home Listening (Winter '54)
Atlanta	17.1	3.2	3.3	18.7
Baltimore	17.0	3.6	3.2	21.2
Birmingham	20.0	3.6	3.2	18.0
Boston	19.5	4.4	3.8	22.6
Buffalo	17.4	3.6	‡	20.7
Chicago	18.2	3.9	3.1	21.4
Cincinnati	16.8	3.6	3.1	21.4
Detroit	17.2	3.9	3.0	22.7
Houston	20.7	3.6	‡	17.4
Los Angeles	19.8	4.5	4.2	22.7
Miami	21.4	3.1	2.9	14.5
Milwaukee	18.1	3.3	‡	18.2
Minneapolis	18.5	3.4	3.1	18.4
New York	18.4	4.4	4.0	23.9
Philadelphia	15.7	3.6	3.5	22.9
Pittsburgh	18.7	3.4	‡	18.2
Richmond	17.6	3.1	‡	17.6
San Francisco	19.6	4.1	3.9	20.9
St. Louis	18.1	3.5	‡	19.3
Seattle	20.3	3.2	2.8	15.8
Washington, D. C.	18.7	3.7	3.2	19.8
Average, 21 markets	18.4	4.0	...	21.7

* During average ¼ hour, 6 a.m.-midnight, Sunday through Saturday. All figures expressed as percent of radio families surveyed.

† Figures cover January-February '54, except for New York, which is based on only February.

‡ Not surveyed in winter of 1952.

A Commercial Does *This?*

APATHY and rejection of tv commercials and audience attraction have been examined from the standpoint of psychological and cultural meaning by a panel of social science authorities sponsored by Weiss & Geller Inc., Chicago advertising agency, with results announced last week.

The panel comprised psychoanalysts, anthropologists, sociologists, psychologists and professors of social science. Some of the key conclusions were these:

Women who deliver tv commercials create resentment and arouse feelings of insecurity on the part of women viewers at home.

"The television saleswomen who exchange know-how rather than dictate know-it-all should prove psychologically more effective."

Male announcers "also go off the track when they appear too confident on matters involving the woman's world."

"The most effective authorities for commercials—men or women—are those who present themselves as human and fallible."

"The superlative" may cause apathy or rejection by stirring up feelings of inferiority in viewers."

"The viewer must be made to feel that he is not overstepping himself by wanting something too good." Commercials which imply their product is "super magical or glamorous or powerful may halt 25% of the audience from trying it out at all."

Radio, Tv Set Outputs Both Show Slump From '53

OUTPUT of radio sets in the first quarter of 1954 totaled 2,581,565 compared to 3,834,784 in the same 1953 period, according to Radio-Electronics-Tv Mfrs. Assn. Television output for the quarter totaled 1,447,110 sets compared to 2,259,943 sets turned out a year ago.

The first quarter radio and tv figures are at the same level as the first quarter of 1952—a year in which 11 million radios and six million tv sets were produced.

In March, a five-week production month, 940,352 radios and 599,606 tv sets were produced compared to 1,549,203 radios and 810,112 tv sets in the same month a year ago.

Tv sets with uhf tuning facilities totaled 337,429 out of 1,447,110 in the first quarter, and 124,855 out of 599,606 in March, roughly one out of three sets. Radios with fm tuning circuits totaled 19,693 in March, plus 1,725 tv sets with fm tuners.

Following are radio and tv set production by months for the first quarter of 1954:

	Television	Home Sets	Portables
January	420,571	271,036	46,571
February	426,933	233,063	98,275
March (5 wks)	599,606	244,110	206,130
TOTAL	1,447,110	748,209	350,976
	Auto	**Clock**	**Total Radio**
January	394,442	159,932	871,981
February	331,961	105,933	769,232
March (5 wks)	370,249	119,863	940,352
TOTAL	1,096,652	385,728	2,581,565

NETWORK TIME SALES TOP '53 PERIODS

COMBINED gross time sales of the nationwide radio and tv networks during March totaled $40,227,312, a gain of 21.5% over the March 1953 gross of $33,183,640, according to figures compiled by Publishers Information Bureau. The four radio networks' March time sales were down 5.2% from that month of last year; the four tv networks were up 42.1%.

For the first quarter of this year, the combined radio-tv network gross time sales totaled $113,868,498, an increase of 22.7% above the $92,840,204 gross for the like period of 1953. The radio networks' gross was down 4.3%, the tv networks' gross up 44.2%, from the first quarter of last year.

Individually, all tv networks this year showed increases in time sales over 1953, both for March and for the first quarter. In radio, Mutual billings were ahead of last year both for March and for the first three months; ABC and CBS were down for March but up for the quarter; NBC fell behind last year both for March and for the three-month period.

PIB's network-by-network tabulation follows:

NETWORK RADIO

	March 1954	March 1953	Jan.-Mar. 1954	Jan.-Mar. 1953
ABC	$ 2,764,547	$ 2,797,544	$ 8,089,938	$ 8,010,829
CBS	5,471,773	5,527,290	15,402,702	15,355,271
MBS	2,031,505	1,995,478	5,711,882	5,419,687
NBC	3,639,278	4,342,082	10,208,000	12,416,239
TOTAL	$13,907,103	$14,662,394	$39,412,522	$41,202,026

NETWORK TELEVISION

ABC	$ 2,696,244	$ 1,728,446	$ 7,979,190	$ 4,814,370
CBS	11,379,631	7,739,812	32,058,441	21,445,060
DTN	1,185,586	1,054,857	3,739,351	2,899,950
NBC	11,058,748	7,998,131	30,678,994	22,478,798
TOTAL	$26,320,209	$18,521,246	$74,455,976	$51,638,178

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
Jan.	$ 2,830,654	$ 5,173,757*	$ 1,896,925*	$ 3,391,873	$13,293,209*
Feb.	2,494,737	4,757,172*	1,783,452*	3,176,849	12,212,210*
March	2,764,547	5,471,773	2,031,505	3,639,278	13,907,103
TOTAL	$ 8,089,938	$15,402,702	$ 5,711,882	$10,208,000	$39,412,522

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$ 2,780,574	$10,713,329	$ 1,445,608	$10,116,937	$25,056,448
Feb.	2,502,372	9,965,481	1,108,157*	9,503,309	23,079,319*
March	2,696,244	11,379,631	1,185,586	11,058,748	26,320,209
TOTAL	$ 7,979,190	$32,058,441	$ 3,739,351	$30,678,994	$74,455,976

* Revised 4/26/54

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

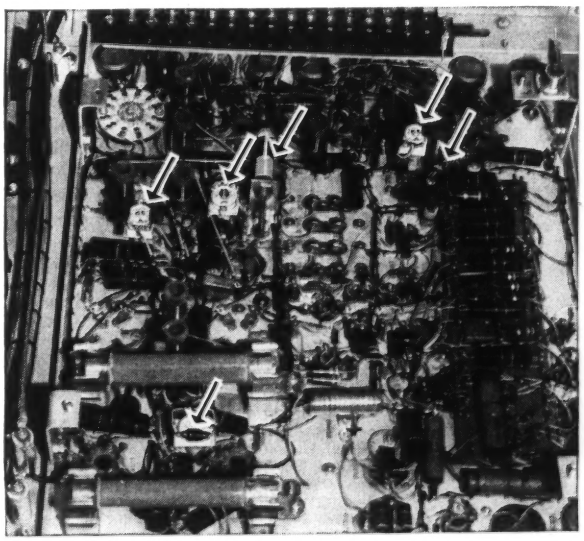
COLOR CAPSULE EDITION

"WE OVER-DESIGNED BLACK and WHITE TRANSMITTERS FOR COLOR..."

JOHN W. DOWNIE

● John W. Downie fills a key engineering position in the design section of television broadcast equipment at General Electric's Syracuse plant. His design experience began in 1938 with development work on the transmitter for WROB in Schenectady. Since that time (except for the War years) Downie's interest and work have centered solely on the problems connected with television broadcasting. With this background he is eminently qualified to present this second in a new series of "color talks" to appear under your Telequipment News masthead.

Editor, G-E Telequipment News, Section X254-3, Electronics Park, Syracuse, New York.



Few Internal Parts Required

The conversion of a G-E transmitter consists of a handful of parts (see arrows) which allow the reference burst on a color signal to pass through a keyed clamp without "harm." A G-E black and white transmitter can be modified to deliver excellent color performance *in less than an hour and a half!* It is important to note that these parts plus engineering supervision of their installation are supplied *at no charge whatsoever* to broadcasters currently employing G-E units.

G-E Engineer Bares Record of Design Objectives

There is nothing magic about color. Color signals simply contain more information than black and white signals, and in order to transmit the extra information satisfactorily we must maintain a closer control of four characteristics when our transmitters are handling color signals.

Amplitude vs. Frequency Response

Obtaining the wider bandpass with tighter tolerance is a matter of readjustment of the double-coupled circuits in G-E transmitters. It was realized long before color standards were established that this type of design would be readily adjustable to the more exacting requirements of color when it came.

A new requirement (which applies to B&W as well as color transmitters) is that the response be down at least 20 db at the upper channel edge and beyond. Many General Electric transmitters already meet this requirement because of the inherent selectivity of the r-f amplifier circuits. A simple video filter is being supplied at no cost to any customer whose transmitter requires a few more db to meet the new proof of performance tests.

Linearity

One of the many advantages of *low-level modulation* is a superior linearity characteristic. This comes mainly from the fact that the modulated amplifier is easy to neutralize and it need not be driven hard. Many G-E units are already within the new specifications but to insure maintenance of linearity (and differential gain) well within the requirements, a Linearity Corrective Amplifier is supplied with the Color Kit as an external unit.

Phase

The phase variation of the color sub-carrier with brightness is within the new specifications without additional correction.

Envelope Delay

The control of envelope delay is a very specialized problem closely related to the general field of transients. A group of engineers in our Electronics Laboratory here at Electronics Park are thoroughly trained in this work and they supplied us with the design data from which the transmitter Envelope Delay Corrective Filters were manufactured. This unit is an all-pass video filter, mounted externally, which gives a resultant overall envelope delay in compliance with the new Standards.

We in the engineering department believe that as far as conversion is concerned the "show is on the road." We are at present engaged in the refinement of new designs now on the drawing boards so that future G-E transmitters will be even simpler and cheaper to operate and maintain *with* color than former B&W transmitters were without it.

Bob Millham inspects the external equipment required to convert a General Electric 35 KW VHF transmitter.

GENERAL ELECTRIC

ARB Records Steady Uhf Circulation Rise

UHF circulation is continuing to increase steadily in cities having both uhf and vhf television service, according to the fourth comparative uhf-vhf survey conducted by American Research Bureau. The April survey covers 57 cities.

Increases of around 50% in uhf circulation were registered in the January-April period in several cities. In eight cities the increase ranged around 25% for the period and 10 others showed gains around 10%. In one out of five of the cities surveyed there was no appreciable change or at best only a nominal increase. ARB data show per cent of all tv homes having uhf tuning facilities.

With each quarterly survey ARB has been eliminating cities in which uhf circulation reaches the 75-80% point. Among cities that had attained that level in January [B•T, Feb. 1] and hence were not surveyed in April, are: Columbus, Ga.; Fort Wayne, Ind.; Holyoke, Mass.; Lafayette, Ind.; Lima, Ohio; Monroe, La.; Oshkosh, Wis.; Parkersburg, W. Va.; Raleigh, N. C.; WACO, Texas; West Palm Beach, Fla., and Zanesville, Ohio.

Last January ARB had eliminated the following cities with over 75-80% uhf saturation: Baton Rouge, La.; Columbia, S. C.; Decatur, Ill.; Duluth, Minn.; Fort Smith, Ark.; Fresno, Calif.; Jackson, Miss.; Little Rock, Ark.; Madison, Wis.; Mobile, Ala; Montgomery, Ala.; Peoria, Ill.; Roanoke, Va. (now without uhf); Rockford, Ill.; South Bend, Ind., and Wilkes-Barre, Pa.

The April survey showed 10 cities having 85% or more tv homes having uhf tuning.

Uhf stations were numbered first in the "channel viewed most" category by only five of the 57 cities. Programming and network affiliation are shown to be basic elements affecting the uhf tune-in, which runs behind vhf in 52 cities.

There still are a number of major cities in which uhf circulation covers fewer than one out of three tv homes. In a number of cases where circulation and tune-in are standing still the lack of basic network service is obviously a major factor.

Pulse Distributes New Television Rating Report

A NEW ratings report, "U. S. Pulse Tv," is now being distributed by Pulse Inc., covering national April tv program ratings based on a minimum sample of 67,000 interviews with families in 60 areas during the first fact-collecting days of the month.

"Previously we had been distributing Pulse Multi-Market Reports based on a varying 22 to 28 cities," Dr. Sydney Roslow, director of Pulse, explained. "With this new sample of 60 areas, we will gather our data from the same source each month—but all different families—and by the inclusion of rural families as well as urban we will attain the maximum that any research can offer in commercial handling of probability sample studies."

Dr. Roslow said that the Pulse survey area covers "some 92% of the total U. S. tv population or approximately 27 million families," with rural viewing in communities of 2,500 or less included with the 60 cities and peripheral areas. "We will steadily increase our percentage of rural interviews as rural tv coverage grows," he said.

Unbiased Accounting

REPORTING on surveys of department store advertising made by stores themselves and so presumably free of any bias in favor of either newspapers or radio, the April issue of "Department Store Studies' Radio Report" stated: "Tests to date indicate that newspaper advertising costs average about 20%. On the identical basis for determining results, radio costs average about 11%. In results from over 60 stores, TEN use programming with only fair results. . . . The same 10 report good results from use of spots. In the use of spots, ALL stores report excellent results when these spots are used for special promotions. . . . 20 report spots *fair* for item selling. . . . 40 report spots *good* for item selling."

'Radio Theatre', 'Benny' Top Nielsen Radio Rating

THE A. C. Nielsen Co. top 10 ratings of network evening once-a-week radio programs for the week of March 21-27 showed *Lux Radio Theatre* at the top, with *Jack Benny Show* in second place. The ratings:

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS
MARCH 21-27, 1954
NIELSEN-RATING*

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK		
	(Average for All Programs)	(1,912)
1	Lux Radio Theatre (CBS)	4,478
2	Jack Benny Show (CBS)	4,151
3	People are Funny (CBS)	3,825
4	Amos 'n' Andy (CBS)	3,778
5	My Little Margie (CBS)	3,125
6	Mr. and Mrs. North (CBS)	3,125
7	Charlie McCarthy Show (CBS)	3,079
8	Our Miss Brooks (CBS)	3,032
9	Arthur Godfrey's Scouts (CBS)	2,939
10	You Bet Your Life (NBC)	2,892
EVENING, MULTI-WEEKLY		
	(Average for All Programs)	(1,073)
1	One Man's Family (NBC)	2,099
2	News of the World (NBC)	1,959
3	Fibber McGee & Molly (NBC)	1,633
WEEKDAY	(Average for All Programs)	(1,773)
1	Arthur Godfrey (Kellogg) (Fri.) (CBS)	2,845
2	Wendy Warren and the News (CBS)	2,612
3	Romance of Helen Trent (CBS)	2,566
4	Arthur Godfrey (Lever) (CBS)	2,566
5	This is Nora Drake (Bristol-Myers) (CBS)	2,566
6	Aunt Jenny (CBS)	2,519
7	Backstage Wife (NBC)	2,519
8	Our Gal, Sunday (CBS)	2,472
9	This Is Nora Drake (Toni) (CBS)	2,426
10	Stella Dallas (NBC)	2,426
DAY, SUNDAY	(Average for All Programs)	(886)
1	Shadow, The (MBS)	2,052
2	Lorne Greene (MBS)	1,633
3	Cecil Brown Commentary (MBS)	1,446
DAY, SATURDAY	(Average for All Programs)	(1,259)
1	City Hospital (CBS)	2,286
2	Stars over Hollywood (CBS)	2,146
3	Theatre of Today (CBS)	1,959

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute program, Average Audience Basis is used.

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BAB Reports Listenership Of Airline Passengers

BAB has released to members a new study on the radio listening habits of businessmen who ride scheduled airlines. One highlight of the study is that more than eight out of ten are regular radio listeners.

Titled "When, What, Where—the Radio Listening Habits of Men Who Ride Scheduled Airlines," the study contains data gathered for BAB by The Pulse through personal interviews among men traveling on business trips via scheduled airline flights at airports in Atlanta, Boston, Indianapolis, Kansas City, Richmond and San Francisco.

The study gives data on when businessmen listen, the types of programming they prefer and the places where they listen. Other highlights of the study are that seven in every ten listen to news and more than half to music every day.

'Dragnet' and 'Lucy' Head Videodex, ARB

NBC-TV's *Dragnet* and CBS-TV's *I Love Lucy* topped the Videodex ratings for network programs in percentage of tv homes and number of tv homes reached in April 1-7 period. Complete listings follow:

	Program	No. of Cities	Tv Homes (%)
1	Dragnet (NBC)	105	46.9
2	I Love Lucy (CBS)	126	45.5
3	Groucho Marx (NBC)	129	43.6
4	Milton Berle (NBC)	112	38.5
5	Toast of The Town (CBS)	104	36.5
6	Godfrey & Friends (CBS)	107	33.0
7	Your Show of Shows (NBC)	72	32.5
8	Cavalcade of Sports (NBC)	108	31.3
9	Jackie Gleason (CBS)	90	31.2
10	Burns & Allen (CBS)	92	30.2

No. of Homes

	Program	No. of Cities	Tv Homes (000)
1	I Love Lucy (CBS)	126	16,258
2	Dragnet (NBC)	105	16,031
3	Groucho Marx (CBS)	129	15,884
4	Milton Berle (CBS)	112	13,884
5	Toast of The Town (CBS)	104	11,723
6	Godfrey & Friends (CBS)	107	10,992
7	Cavalcade of Sports (NBC)	108	10,634
8	Comedy Hour (NBC)	104	10,215
9	Ford Theatre (NBC)	132	10,174
10	Red Buttons (CBS)	132	10,090

Special event for April: President Eisenhower 60.0% rating; 22,660,000 homes reached; number of cities, 123.

★ ★ ★

NBC-TV's *Dragnet* and CBS-TV's *I Love Lucy* occupy the first two positions in rating and number of viewers in the American Research Bureau's survey for April, based on April 1-7 viewing. The Olsen-Gavilan fight scored the third highest rating. *Dragnet* and *Lucy* have been at the top of ARB listings this season, with *Dragnet* hitting first place three times and *Lucy* four. Complete list:

	Program	Rating
1	Dragnet (NBC)	59.9
2	I Love Lucy (CBS)	58.8
3	Cavalcade of Sports (NBC) (Olsen-Gavilan fight)	55.7
4	You Bet Your Life (NBC)	52.3
5	Jackie Gleason (CBS)	45.8
6	Life of Riley (NBC)	44.5
7	Toast of the Town (CBS)	44.0
8	Ford Theatre (NBC)	40.6
9	This Is Your Life (NBC)	39.8
10	Godfrey and Friends (CBS)	38.7

Total Viewers

	Program	Viewers (000)
1	Dragnet (NBC)	45,130
2	I Love Lucy (CBS)	43,520
3	You Bet Your Life (NBC)	39,900
4	Toast of the Town (CBS)	35,885
5	Cavalcade of Sports (NBC) (Olsen-Gavilan fight)	35,500
6	Jackie Gleason (CBS)	33,705
7	Ford Theatre (NBC)	28,690
8	Life of Riley (NBC)	27,830
9	I Married Joan (NBC)	26,270
10	Your Hit Parade (NBC)	25,930

Television in Los Angeles gets more different every day--and the difference is KTTV

Until you read this you won't believe what an independent television station can do in a 7-station market.

1. KTTV not only leads in quarter-hour firsts—but has *more than the next two stations combined!*

KTTV	146
Station A	68
Station B	57
Station C	35
Station D	20
Station E	16
Station F	4

2. Of all programs seen in Los Angeles five times a week—network or local, live or film —all of the top five are on KTTV.

Sheriff John	13.5
News—George Putnam	11.7
Ramar of the Jungle	11.2
Time for Beany	9.6
Thunderbolt	9.4

3. KTTV leads all Los Angeles stations in national spot accounts.

KTTV	484
Station A	458
Station B	446
Station C	382
Station D	339
Station E	310
Station F	301

KTTV gets ratings like these:

	ARB	HOOPER
BADGE 714	35.1	28
LIFE OF RILEY	25.6	22
WATERFRONT	24.3	19
ANNIE OAKLEY	21.6	18

Add to audience facts such as these, the merchandising and promotion leadership you'd expect from the Los Angeles Times station, and you get a partial picture of KTTV's amazing position. Knowing the whole story is worth your while—and Blair-TV, like anyone with real news to tell, is bursting with information. Make a date now with the Blair-TV man.

KTTV *Channel Eleven*
Los Angeles Times Television
5746 Sunset Blvd., Hollywood 28, Calif.

Represented by **BLAIR-TV**

Sources: 1. ARB, March '54. Hooper shows KTTV first, too. 2. ARB, March '54. ARB shows KTTV first, too. 3. Rorabaugh Reports, 1953 total listings.

EIGHT MORE STATIONS JOIN TAB NUCLEUS OF 25 ORGANIZING COMMITTEE MEMBERS

WDSU-TV's Robert Swezey in a wire to B•T notes the NARTB Tv Board has been considering such a bureau and says it would be 'regrettable' if 'various groups of us' should duplicate or impede each other's efforts. Industry-wide meeting planned for convention week.

ADDITION of eight more tv stations to the group of 25 comprising the original organizing committee of Television Advertising Bureau [B•T, April 26] was announced Thursday by Richard A. Moore, general manager, KTTV (TV) Los Angeles, temporary chairman of the committee.

TAB, according to the discussion at the original planning meeting in New York April 22-23, would provide for tv stations the following services: Intensive sales effort, advertising and promotion; cultivation of new sources of revenue; improvement of sales techniques; a central means of providing a variety of services to advertisers and agencies.

Meanwhile, Robert D. Swezey, general manager, WDSU-TV New Orleans, and chairman of the NARTB Tv Board, in a telegram to B•T, noted that the idea of establishing a Television Advertising Bureau has "been under very careful consideration for several months by the Television Board of NARTB." Reporting that the board anticipated having a complete organization plan within a few weeks, Mr. Swezey expressed the feeling that "it would be regrettable" if various groups with the same laudatory purpose "should unintentionally and unnecessarily duplicate or impede each other's efforts."

Richard P. Doherty, former NARTB vice president and now head of his own consulting organization, Television Radio Management Corp., who is serving as consultant to the TAB organizing committee, clarified the committee's position. The group meeting in New York the previous week, he said, in no sense comprised the full committee. He pointed out that eight members were added at that time, that eight more have joined since then and that others are expected to join within the next few days.

The aim of the original committee, Mr. Doherty emphasized, is to build a full organizing committee which, when completed, will represent a broad cross-section of the nation's tv stations, including uhf as well as vhf and medium and smaller stations as well as the larger ones. When the organizing committee has attained full membership, he said, a meeting will be held to formulate plans for a larger meeting which, he said, will be virtually a tv station operators' convention.

At this industry-wide gathering, to which all tv station licensees will be invited and which probably will be timed to coincide with the NARTB convention in Chicago the week of May 23, plans will be shaped for the inauguration of TAB as a going concern, he said.

The eight new members who joined the TAB organizing committee last week, as announced by Mr. Moore, are: John H. Bone, general manager, WNEM-TV Saginaw, Mich.; James C. Hanrahan, general manager, WEWS (TV) Cleveland; Stanley E. Hubbard, president, KSTP-TV St. Paul; Vernon A. Nolte, general manager, WHIZ-TV Zanesville, Ohio; L. H. Rogers II, general manager, WSAZ-TV Huntington, W. Va.; W. D. Rogers, president, KDUB-TV Lubbock, Tex.; Henry W. Slavick, general manager, WMCT (TV) Memphis; Victor A. Sholis, director, WHAS-TV Louisville.

The committee reported an enthusiastic response to the initial announcement of its plans, citing as typical a telegram received from Mr. Rogers: "I am very pleased that this project is finally underway. I went on record three years ago that such an organization was needed and why wait to shut the gate after the horse gets out? If I can be of help please do not hesitate calling on me as I am willing to give freely of my time for the project."

Text of the Swezey telegram:

I was very much interested in reading the item in Broadcasting•Telecasting of April 26 with respect to the recent meeting of certain television broadcasters and station representatives to consider the establishment of a television Advertising Bureau.

I think most of us in the industry believe that such a project is highly desirable, and would applaud any well-conceived plan to bring it into existence. As I am sure you are aware, this matter has been given very careful consideration for several months by the Television Board of the NARTB, which expects within a few weeks to have before it a complete organization plan for a Television Advertising Bureau. More rapid progress was not made only because there are certain basic problems of financing and organization which the board felt far too important to be hastily decided.

I have no quarrel whatever with the purposes and intent of the participants in the recent meeting in New York, most of whom are good friends of mine—all extremely able and of deep experience in the broadcasting business. I do think, however, it would be regrettable if various groups of us, with more or less the same meritorious objective in mind, should unintentionally and unnecessarily duplicate or impede each other's efforts.

I trust that while organizational plans are still flexible, thorough consideration can be given to the true needs of the industry to the end that our efforts and finances will not be needlessly dissipated in the achievement of partial results.

The TAB organizing committee has retained Charles Mathieu & Co., New York public relations firm, to assist in the organizational planning and preparations for the all-industry meeting.

REPRESENTATIVES of 17 tv stations met in New York April 22-23 to organize the Television Advertising Bureau. Among those present were (l to r): standing—Richard A. Moore, vice president-general manager, KTTV (TV) Los Angeles, chairman of the organizing committee; William Kiley, WFBM-TV Indianapolis; Robert D. Thomas, WBNS-TV Columbus; George B. Storer Jr., Storer tv stations; George Whitney, KFMB-TV San Diego; Charles Thieriot, KRON-TV San Francisco; seated—Norman Gittleson, WJAR-TV Providence, R. I.; Ben Berenston, WGN-TV Chicago; Richard A. Borel, WBNS-TV, and William Quarton, WMT-TV Cedar Rapids. Also present were Payson Hall, vice president, Meredith Publishing Co.; Tom Harker, vice president, Storer Broadcasting Co., serving as treasurer of the organizing committee, and Norman Chandler, president of KTTV and publisher of the *Los Angeles Times*.

Dept. Stores Should Use Radio-Tv, AWRT Is Told

RADIO and television are effective media for department stores, members of American Women in Radio & Television were told at their annual convention, April 22-25, at the Hotel Muehlebach, Kansas City [B•T, April 26].

In a roundtable discussion at the April 24 morning session, Hazel Stebbins, broadcasting for the Miller & Payne department store in Lincoln, Neb., told how two mink coats were sold as the result of one tv announcement. She told of the effectiveness of buyers' appearances on programs, with customers often coming into the store to ask for a buyer by name.

Virginia Beagle, fashion promotion director

THREE regional vice presidents elected by American Women in Radio & Television are (l to r): Bette Doolittle, assistant to NARTB Tv Code Affairs Director; Myrtle Lobbitt, CKLW Detroit, and Ruth Dunlop, KPHO Phoenix, Ariz. A fourth vice president is Lillian Lee, WABE Atlanta.

IT TOOK $250,000 to STAGE THIS RACE!

NOW AVAILABLE FOR T.V. SPONSORSHIP

The Olympic of Racing Classics—America's Best Thoroughbreds versus the Finest of Europe!

The "Washington, D. C. International"
3rd running in November, 1954
at the Laurel Race Course, Laurel, Md.

The star-studded race that has been acclaimed 'round the world! For the "Washington, D. C. International" has everything: thrills, drama, international competition coupled with the background color of race-goers from Washington's government, diplomatic and society life!

James Roach of the New York Times called it a "ring-tailed sizzler" for there's nothing like it in racing! Run on the turf, completely invitational with the best of American and foreign horses hand-picked by an international committee.

A 30 MINUTE SHOW THAT'S T.V. DYNAMITE

CALL OR WIRE NOW

For complete information for exclusive regional or network sponsorship.

Laurel Race Course
2 COMMERCE STREET
BALTIMORE 2, MARYLAND
LExington 9-6242

of Emery, Byrd, Thayer department store in Kansas City, said a store should use at least a 26-week series to get a fair sample of a program's selling power. She warned that co-op funds must be controlled or the program will sell the individual products rather than the store.

Louise Wilson of Sibley department store, Rochester, N. Y., whose 25-year-old program has been called the oldest retail broadcast of its type, said the store has a radio-tv staff of four entirely separate from its advertising department. Comparison shoppers submit daily reports on merchandise sold as a result of its five quarter-hour radio and one quarter-hour tv program a week on WHAM-AM-TV there.

Peter Lasker, general manager of WLWD (TV) Dayton, Ohio, said tv stations should supply department store buyers with a daily report of sales results, as do newspapers.

MISS DALTON MISS COOPER

AWRT elected Jane Dalton, WSPA Spartanburg, S. C., as president. Four vice presidents were elected: Lillian Lee, WABE Atlanta educational outlet; Ruth Dunlop, KPHO Phoenix, Ariz.; Bette Doolittle, assistant to NARTB Tv Code Affairs Director, and Myrtle Labbitt, CKLW Detroit. Madge Cooper, WMRN Marion, Ohio, was elected secretary-treasurer for a two-year term. The 1955 meeting will be held in Chicago, with the 1956 session slated in Boston.

In a panel discussion on service, Jayne Shannon of J. Walter Thompson Co., New York, said public service programming pays commercially. She said the audience is important to advertisers and a growing civic conscience is improving public service programs. These programs can be commercial if handled with good taste, she added, explaining that commercials as well as programs serve the public.

E. K. Hartenbower, manager of KCMO Kansas City and a NARTB board member, said women's programs traditionally have low audience ratings but produce sales results. He contended the best sales features on KCMO are women's programs and farm broadcasts.

BAB Study Cites Radio For Cosmetic Advertising

ADVANTAGES of using radio to promote cosmetics and toiletry articles to women consumers are highlighted in a BAB presentation, "Magic Formula for Selling Cosmetics and Toiletries," which will be distributed to members this week.

The presentation notes that more than 140 different cosmetic and toiletry products currently are advertised on network and spot radio to reach women "at the right time and place—when women need and use them." It points out that radio reaches women in the kitchen, automobile, the bedroom and the bathroom, which are described as places in which women are "most receptive to cosmetic and toiletry advertising."

PAB ASKS REVISION OF RADIO RATINGS

Pennsylvania Broadcasters elect Bennett president in two-day Pocono Manor meet.

RATING services should re-evaluate their methods "to give a true picture of radio listening, especially in tv markets," Pennsylvania Assn. of Broadcasters insisted Thursday at the conclusion of a two-day, 200-member meeting held at Pocono Manor.

PAB delegates adopted a resolution critical of the techniques used by survey agencies, contending present figures understate the amount of radio listening.

The association called on record companies to take another look at radio's role in promoting record sales, aiming particularly at efforts to charge broadcasters for the numbers they exploit on their stations.

David Bennett, WTPA (TV) Harrisburg, was elected president of PAB. Other officers elected were Joseph T. Connolly, WCAU Philadelphia, first vice president; Thomas B. Price, WBVP Beaver Falls, second vice president; Roy C. Morgan, WILK Wilkes-Barre, secretary, and Thomas W. Metzger, WMRF Lewistown, treasurer.

Elected directors were Cecil Woodland, WQAN Scranton; Milton Bergstein, WMAJ State College; Robert Trace, WMGW Meadville; Lester Rawlins, KDKA Pittsburgh; Lowell W. Williams, WNOW York; George Koehler, WFIL Philadelphia; A. Boyd Siegel, WJPA Washington; David Potter, WNAE Warren; Thomas Nunan, WLEV Bethlehem.

NARTB Board Chairman Harold E. Fellows told the Wednesday dinner meeting radio and tv listening and viewing habits are changing as the population increases and people have more leisure time. With newspapers in an era of mergers, he argued broadcasters have a greater obligation to see that proper emphasis is given all viewpoints in newscasts.

Separate Engineering Meet

A separate engineering conference was held Thursday, with Herbert Kendrick, WHGB Harrisburg, as chairman. David M. Baltimore, WBRE-TV Wilkes-Barre, said foresight is necessary in tv planning. He said his station started its studies seven years ago, designing all facilities to accommodate a tv operation. David J. Miller Jr., WEEU-TV Reading, advocated block programming from an engineering standpoint as an efficiency measure.

Mr. Morgan was convention chairman. Opening greetings were given by W. J. Thomas, WCPA Clearfield, retiring president. Ogden Davies, WKAP Allentown, moderated a panel on programming radio against tv competition. Taking part were James Chambers, WHOL Allentown; Ed K. Smith, WCMB Harrisburg; and Murray Arnold, WPEN Philadelphia.

Murray L. Goldsborough Jr., WHVR Hanover, moderated a panel on cost-cutting. Participants: A. V. Tidmore, WPPA Pottsville; Wright Mackey, WRAK Williamsport, and William Raihall, WNCC Barnesboro.

W. S. Halpern, WCOJ Coatesville, moderated a panel on programming that sells. Taking part were Dick Redmond, WHP Harrisburg; Herbert Scott, WPAZ Pottsville; Mr. Potter and Theodore Oppegard, WVSC Somerset.

Mr. Koehler moderated a panel on ability of markets to support television. Participants: George D. Coleman, WGBI-TV Scranton; Robert Nelson, WARD-TV Johnstown, and Nelson S. Rounsley, WGLV-TV Easton.

Thomas E. Martin, WEEU Reading, moderated a panel on local tv programming. Taking part were Jack Snyder, WFBG-TV Altoona and Hal Berg, WILK-TV Wilkes-Barre. Sam Booth, WCHA-TV Chambersburg, listed comparative radio-tv expenses. Humboldt Grieg, WHUM-TV Reading, described technical advantages of a 1,000-foot tower. Millard C. Faught, consultant to Zenith Radio Corp., told of plans for subscription tv.

In a statewide radio competition, these awards were made for "Radio Month in Pennsylvania" promotions: first award, WBVP Beaver Falls; second, WCMB Harrisburg; third, WEEU Reading; tied for fourth, WNAE Warren and WCPA Clearfield.

Mr. Woodland presided at the Thursday morning session. Woody Ott, WWPA Williamsport, moderated a panel on selling the station. Taking part were Ralph Brent, WIP Philadelphia; Howard Naschmeier, WFIL Philadelphia; Mr. Bergstein and Thomas Tito, WAZL Hazleton.

Participants in a sales discussion were Fred Palmer management consultant, with questioning by Victor C. Diehm, WAZL Hazleton; Winslow T. Porter, WHYL Carlisle, and Pat J. Stanton, WJMJ Philadelphia.

Reports on PAB work during the year were given by Messrs. Thomas, Connolly, Bennett, Price and Morgan. Kevin Sweeney, BAB president, addressed the Thursday luncheon. He was introduced by Frank Altdoeffer, WLAN Lancaster. RCA was host at a Wednesday reception.

Bartzoff Elected to Head New England Radio-Tv Group

RADIO & Television Executives Assn. of New England last week elected Benjamin Bartzoff,

MR. BARTZOFF

ident and general manager of WVOM Boston, president for the coming year. Mr. Bartzoff was one of the original founders of the association six years ago. He has been in the broadcasting industry for 32 years, his first experience being with radio stations in Buffalo, N. Y., where he was born. executive vice pres-

Other newly elected officers are Paul H. Provandie, Hoag & Provandie Inc., first vice president; Creighton E. Gatchell, WGAN Portland, Me., second vice president; Arthur E. Haley, WORL Boston, treasurer; Bruce G. Pattyson, John Blair & Co. station representatives, secretary.

Elected to the board of directors: C. Herbert Masse, WBZ-TV Boston; Murray A. Davis, WNAC-TV Boston; Roy V. Whisnand, WCOP Boston; Hervey Carter, WMUR-TV Manchester, N. H.; William F. Malo, WDRC Hartford; Helen C. Horrigan, Chambers & Wiswell Agency, Boston; Paul Eaton, H. P. Hood & Sons, Boston; Robert R. Reardon, Weed Tv Corp., Boston; David Abbott, Television Film Supplier, Boston.

Daytime Group to Meet

MEETING of Daytime Broadcasters Assn. members will be held May 24, 2:30 p.m., during the NARTB convention at the Palmer House, Chicago, according to Harry J. Daly, DBA counsel. Association is planning expansion of board of directors and will file an answer to FCC's proposed rule-making in the daytime skywave case. FCC's proposal would give greater daytime protection to clear-channel stations. Chicago session will include discussion of proposal to fix daytimers' operating hours at 5 a.m.-7 p.m. the year round. DBA will elect new officers at Chicago.

"Rex" goes to work for Butter-Nut COFFEE ...gets Results!

"REX" INCREASES SALES VOLUME FOR BUTTER-NUT . . .

"We have just compiled our sales figures for the first three months of 1954 and find that our sales volume in the Rockford-Madison area has increased over 200% compared to the same period in 1953.

"It was just a little over three months ago that we purchased the 10:00 o'clock weather show on WREX-TV so naturally we attribute our increase to the sales impact of your television operation."

R. W. Jacobsen, Gen. Sales Mgr.
Paxton and Gallagher Co.

March 30, 1954.

Mr. Soren Munkhof,
General Manager,
WREX- TV,
Rockford, Illinois.

Dear Mr. Munkhof:-

We have just compiled our sales figures for the first three months of 1954 and find that our sales volume in the Rockford-Madison area has increased over 200% compared to the same period in 1953.

It was just a little over three months ago that we purchased the 10:00 o'clock weather show on WREX-TV so naturally we attribute our increase to the sales impact of your television operation.

We are not only pleased with our show, but also with the fine cooperation which we have received from your whole staff.

Looking forward to even a greater sales story in Rockford as our association continues, I remain

Very truly yours,

BUTTER-NUT COFFEE COMPANY

R. W. Jacobsen,
General Sales Manager

Butter-Nut

PIGGLY WIGGLY MIDWEST CO.
OFFICE AND WAREHOUSE: 3722 AUBURN STREET
ROCKFORD, ILLINOIS
TELEPHONE DIAL 91083

Soren H. Munkhof
General Manager
W R E X - T V
Rockford, Illinois

January 29, 1954

Dear Mr. Munkhof:

Just a note to tell you how pleased we are with the results we're getting from our merchandising programs backed up with W R E X - T V advertising.

We are sold on the consumer impact of T V, and especially the "Wallop" W R E X packs in our market area. We find that products advertised by you move from our shelves faster than others.

To pin-point that statement, you may be interested to know that because of your 10PM weather program, sponsored by Butternut Coffee, we have had sufficient demand for Butternut to stock it in all of our super-markets.

I would be interested in visiting your station in the near future to get a first hand view of what makes you tick.

Keep up the good work.

Sincerely yours,
PIGGLY WIGGLY MIDWEST CO.
B. P. Kramlich

"REX" EXPANDS DISTRIBUTION FOR BUTTER-NUT . . .

"We are sold on the consumer impact of TV, and especially the "Wallop" WREX packs in our market area. We find that products advertised by you move from our shelves faster than others.

"To pin-point that statement, you may be interested to know that because of your 10 PM weather program, sponsored by Butter-nut Coffee, we have had sufficient demand for Butter-nut to stock it in all of our super-markets."

B. P. Kramlich
Piggly Wiggly Midwest Co.

WREX-TV

Channel 13 ROCKFORD • ILLINOIS

47,000 WATTS E. R. P.

NETWORK AFFILIATIONS CBS • ABC

CONSULT H-R TELEVISION, INC. NATIONAL REPRESENTATIVES FOR DETAILS

There's a Difference Of Opinion . . .

. . . between Telepulse and ARB's "The Television Audience" for March, 1954.

Top Once a Week Shows

Telepulse: 11 out of 15 on WABT

ARB: 12 out of 16 on WABT

Top Multi Weekly Shows

Telepulse: 9 out of 12 on WABT

ARB: 9 out of 11 on WABT

Quarter Hour Wins

Telepulse: 388 (and 1 tie) out of 439 for WABT

ARB: 298 (and 13 ties) out of 439 for WABT

But, any way you look at it

WABT

is WAY Out in Front!

Play it SAFE

Put your Shirt on the

FAVORITE

Alabama's Best in Television 316,000 Watts

Represented by CBS-TV Spot Sales

BAB SET TO BEGIN NEW PRESENTATIONS

BAB was scheduled to begin showing to advertisers and agencies in New York and Chicago this week a revised edition of its "New Look at Your Newest Medium" slide presentation, which describes the changes in radio advertising during the last four years.

The original edition, according to Kevin Sweeney, BAB president, was shown to more than 300 advertisers, and the current one will be viewed by approximately 90 advertiser and agency groups monthly, as the opening gun in BAB's campaign to convert these advertisers to the use of radio.

Under BAB's strategy, Mr. Sweeney explained, any advertiser who invites more specific proposals for use of radio after seeing the presentation, will be provided with a tailor-made presentation by BAB's staff. He said BAB currently is working on specific proposals for an airline that is contemplating expansion of its tv budget; a large tv advertiser who is planning a reallocation of his advertising dollar; a report on farm radio for a large advertiser in this field; a presentation for a regional gasoline marketer, and a dozen other radio sales stories which will be carried to presidents, chief executive officers, and boards of directors of the advertiser by BAB's sales force.

In an average month, Mr. Sweeney said, the five BAB executives who call on prospects will make more than 300 presentations, and other BAB departments will handle in excess of 200 requests for information to help agencies.

Farm Purchase Power Cited by Fellows

URBAN population is increasing and farmers are enjoying a steadily increasing standard of living, with higher purchasing power, NARTB Board Chairman Harold E. Fellows said Tuesday in an address to the National Assn. of Marketing Officials, meeting at the Dept. of Agriculture, Washington.

"Probably there is no specific audience in America which appreciates more fully the essentiality of radio farm broadcasting than the audience comprising those who make their living by tilling the soil," he said.

"In the day of specialization in rural America, a radio receiver has become a necessity—not the luxurious static-ridden earphone novelty of the early 1920's." He said weather reports, market and stock information are among the news items a farmer gets quickly via radio.

Mr. Fellows emphasized the importance of "radio farm programming as a medium for selling goods and services." He told marketing officials that attention must be given to the sale of radio time to farm equipment manufacturers and suppliers of other farm materials. He contended farm programming has been a service broadcasters long have provided "without sufficient return on their investment."

He recalled that Dr. Milton Eisenhower, president of Pennsylvania State College, had started a radio section in the Dept. of Agriculture in 1925 when he was director of information. The program now includes television. He cited J. Walter Thompson Co. data showing at least 2 of 10 families have tv sets in 53% of all farm counties.

"In other words," he said, "it becomes obvious that television has attained the stature of a real force among those people who are responsible for feeding our population—and for that matter, the population of other nations, as well."

A BIRD IN THE PANHANDLE NEVER GETS BUSHED--*only hungry*

TALKING to a crony, Tex, an old rancher, was startled when one of his hens came squawking around the house. Close behind in loud pursuit came a rooster. As the feathered pair kept circling the yard, the two Texans wagered on the outcome. Tex backed his rooster.

In the fourth lap, the rooster began to lose ground. As the hen rounded the house, Tex jumped up, grabbed some corn and tossed it straight in her path. She pounded right along, ignoring the kernels. Not the rooster—he spied the feed, screeched to a halt and settled down to a leisurely meal.

Tex paid off the bet, glared at his rooster and grumbled, "Sure hope I never get that hungry."

***

Panhandle hens have been known to stay out in front by listening to KGNC. Farmers find that egg production soars when a radio plays steadily in the hen house. *In 2 out of 3 poultry barns surveyed in the Amarillo area, radios were tuned to KGNC!*

***

People also flock to KGNC. And last year they began roosting in front of tv sets tuned to Channel 4. Our audience hatches enough buying power to lead the nation in per family retail sales: $5,248 in 1953. See the Katz Agency for full information.

NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

O'Neil Re-elected, Fellows Named by BNF

RE-ELECTION of Thomas F. O'Neil, president of Mutual, and election of Harold E. Fellows, president of NARTB, to the board of directors of Brand Names Foundation were announced last Wednesday at the annual Brand Names Day meeting at the Waldorf-Astoria Hotel, New York. They will serve one-year terms.

Barry T. Leithead, president of Cluett, Peabody & Co., was re-elected chairman of the board. Don Francisco, vice president of J. Walter Thompson Co., and James Hill Jr., president of Sterling Drugs, were named vice chairmen. Henry E. Abt was re-elected Foundation president. Louis Hausman, vice president of CBS-Columbia and formerly administrative vice president of CBS Radio, was re-elected a director and re-named treasurer of the Foundation.

Frank M. Folsom, president of RCA and former chairman of BNF's board, continues as an honorary director. Elected for a one-year term was Frank White, chairman of the board of McCann-Erickson Corp. (International).

Named by their associations to serve one-year terms were Mr. Fellows; Frederic R. Gamble, president, American Assn. of Advertising Agencies, New York; William A. Greene, assistant director, Bureau of Advertising, American Newspaper Publishers Assn.; Paul West, president, Assn. of National Advertisers, New York; Paul S. Willis, president, Grocery Mfrs. of America, New York; William H. Eaton, president, American Home Magazine Corp. named by the American Assn. of Advertising Agencies, and Harold Willoughby, executive vice president, Lane Pub. Co., San Francisco, named by the Advertising Assn. of the West.

Movie, Tv Engineers Convene in Washington

THIRTEEN papers on television will be presented Friday during an all-day tv session that will conclude the 75th semi-annual convention of the Society of Motion Picture & Television Engineers, to be held Monday-Friday at the Hotel Statler in Washington.

Papers to be presented Friday morning include: "Early Days of Tv" by John V. L. Hogan, Hogan Labs; "CBS Color Tv Staging and Lighting Practices" by Richard S. O'Brien, CBS-TV; "Color Tv Light Sources" by H. M. Gurin, NBC; "Subject Lighting Contrast of Color Motion Pictures for Tv" by E. T. Percy and T. G. Veal, Eastman Kodak Co.; "Tv Camera for Film and Studio Use" by James L. Lahey, Dage Electronics Corp., and "Electronic Shutter in Tv Film Pickup" by F. Cecil Grace, DuMont Labs.

Axel G. Jensen, Bell Telephone Labs, will open the afternoon session with a paper on "The Evolution of Modern Tv." Other afternoon papers include: "Applications of Tv to Military Operations" by H. C. Oppenheimer, Army Signal Corps; "Design and Construction of a Color Tv Mobile Unit" by Sherman Atwood, NBC; "Improved Techniques for Tv Recording with Ultraviolet Photography" by J. M. Brumbaugh and R. O. Drew, RCA; "Color Kinescope Recording" by E. D. Goodale, NBC, "A Continuous Projector for Tv" by Otto Wittel, Eastman Kodak Co., and "Progress and Status of Theatre Tv" by Ralph V. Little, RCA.

Freedom of Information Meet Slated in Illinois

ALL ILLINOIS radio-tv stations are being invited to send representatives to the first annual Illinois Freedom of Information clinic, scheduled to be held in Springfield May 14.

Broadcasters will be represented on various panels of the clinic, initiated by the Freedom of Information Committee of the Illinois AP Members and co-sponsored by the Illinois Broadcasters Assn., Illinois Press Assn. and Chicago Professional chapter of Sigma Delta Chi.

Gov. William Stratton and other state officials are slated to participate in the opening session at the Abraham Lincoln Hotel, with Basil Walters, Chicago *Daily News* and retiring president of the American Society of Newspaper Editors, serving as moderator. Robert Burow, WDAN Danville, will join newsmen in a discussion of "Cooperation between Newsmen and Top State Officials: How to Improve Contacts."

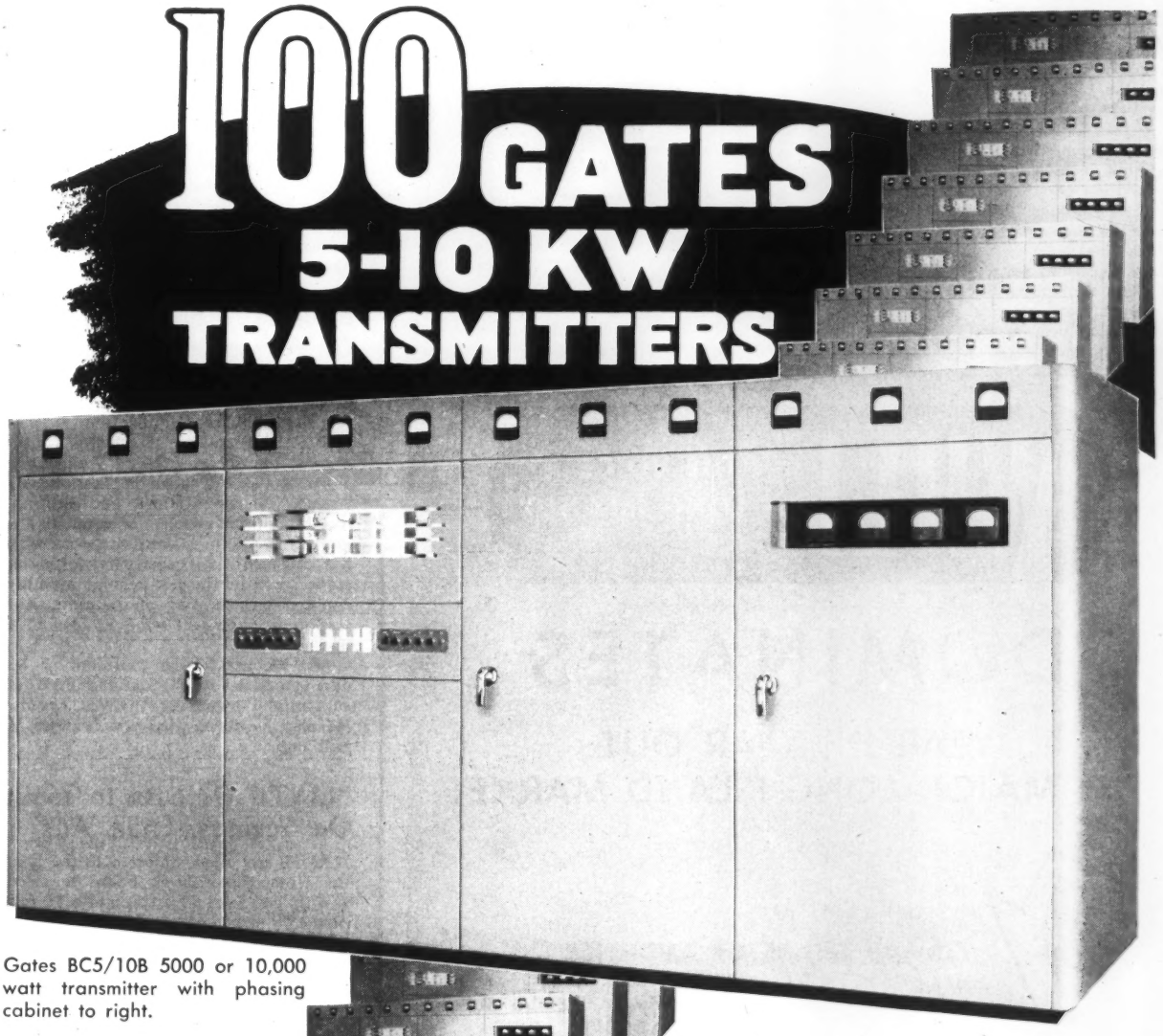
At an afternoon session Oliver Keller, WTAX Springfield, will take part on the subject of "Senate and House Coverage; Right to Know at Department Level; Is There a Need for Executive Sessions?"

Topic of another panel is "Newspaper, Radio and Tv and Court Procedure; The Legal Aspect of the News," with William Holm, WLPO La Salle, as one of the speakers. Floor discussion will follow each panel.

PAAA to Meet in Chicago

CONFERENCE on premium advertising will be held by the Premium Advertising Assn. of America in Chicago tomorrow (Tuesday). Among the speakers will be Gordon Ellis, director of merchandising, Pet Milk Co., St. Louis; William J. Tormey, vice president and director of sales and advertising, White King Soap Co., Los Angeles, and Dr. Daniel Starch, consultant in business research.

100 GATES 5-10 KW TRANSMITTERS



Gates BC5/10B 5000 or 10,000 watt transmitter with phasing cabinet to right.

Thirty months after production of the first Gates 5000/10,000 watt broadcast transmitter, the one-hundredth of its kind rolled off Gates production lines. Nearly all of these went into commercial radio broadcasting stations in the United States and foreign countries.

Never before has a single model of a 5-10KW broadcast transmitter met with such popularity and universal acceptance. This sales performance, in a field of illustrious competition, we feel you'll agree — speaks for itself.

GATES

GATES RADIO COMPANY QUINCY, ILL., U. S. A.

Manufacturing Engineers Since 1922

2700 Polk Avenue, Houston
51 East 42nd Street, New York
Warner Bldg., Washington, D. C.
7501 Sunset Blvd., Los Angeles
13th & Spring Sts., Atlanta
Canadian Marconi Co., Montreal
International Div., 13 East 40th St., New York

Big Ten 'Reluctant,' But Accepts NCAA Plan

THE Western Conference will go along with NCAA's plan for limited national football telecasts in 1954, it was revealed last Monday.

A Big Ten spokesman said the conference "reluctantly accepted the [NCAA] television program, but intends to renew efforts for regional television next year." He said definitely the conference would "take no action."

Nor was there any prospect of pressure from legislatures this year in connection with state universities like Ohio State, Michigan and Minnesota. The spokesman noted that generally this is "an off year" for most legislatures.

The Big Ten's decision was revealed following a series of meetings involving its tv committee, athletic directors and university presidents in Chicago. The tv committee met April 24 and reviewed all aspects of the NCAA controlled football tv plan. Directors met the following day and university presidents were apprised of the "no action" decision last Monday morning.

The Western Conference sought a program under which a team would have been permitted to appear on tv once nationally or twice on regional hookups. The tv committee is headed by Ted Payseur, Northwestern U.

No sponsor for the schedule on ABC-TV [B•T, April 26] has yet been signed, ABC-TV said late last week. They placed the expected cost of the NCAA telecasts at over $4 million. The games have been carried heretofore by NBC-TV, with Westinghouse as sponsor in 1951 and General Motors in 1952 and 1953.

As in the past, some opposition already has been evidenced by NCAA members. Harvard U. was reported last week to have rejected an offer of $30,000 from NCAA for tv coverage of the Harvard-Yale game next fall. Harvard officials said the move was in keeping with the Harvard administration's policy of opposing the NCAA tv program.

The fall football schedule has not yet been worked out, and the complete list of games is not expected to be developed before the season starts.

WHLI "THE VOICE OF LONG ISLAND"

DOMINATES

YEAR IN, YEAR OUT
THE MAJOR LONG ISLAND MARKET

HERE'S LATEST PROOF*

SHARE OF AUDIENCE:

	Morning	Afternoon	Entire Survey
WHLI	27.7	29.9	28.9
Station "A"	22.0	18.8	20.2
Station "B"	12.3	17.5	15.3
Station "C"	10.1	12.5	11.4
Station "D"	13.3	8.1	10.3
ALL OTHERS	14.6	13.2	13.9

WHLI HAS A LARGER DAYTIME AUDIENCE IN THE BOOMING MAJOR LONG ISLAND MARKET THAN ANY NETWORK OR INDEPENDENT STATION

* DATA:
Conlan Survey
Daytime, Feb. 1954,
Hempstead, L.I., N.Y.

Represented by Rambeau

WHLI AM 1100 FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
PAUL GODOFSKY, Pres.
the voice of long island

Kobak to Address BECC On Audience Measurement

RADIO-TV audience measurements will be explored by Edgar Kobak, president of the Advertising Research Foundation, in an address before the Broadcast Executives Club of Chicago at the Sheraton Hotel Wednesday.

Mr. Kobak will speak on "Stations, Managers, Artists, Buyers, Ratings and Sealing Wax," touching on the problem of conflicting audience and readership measurements, with which ARF has engaged itself since its formation. The session will be the last regular monthly luncheon speakers meeting of the club. A business session in June will wind up BECC activities this season.

Mr. Kobak, former president of MBS and also associated with NBC and BAB, is a consultant and owner of WTWA Thomson, Ga. He also has been vice president of McGraw-Hill Pub. Co.

NARTB Objects to Limit On Savings, Loan Ads

NARTB last week objected to the proposal of the Home Loan Bank Board to circumscribe savings and loan advertising to a 50 mile radius of the principal office of each institution [B•T, April 1]. The broadcast association said the proposal was (1) censorship of advertising and (2) served no useful purpose.

Hearing on the proposed ban was held April 19, with media and some bank executives opposed, and some bank representatives in favor. No decision has yet been issued.

Reason for the proposal is said to be the practice of some savings and loan institutions advertising high dividends and returns in areas far removed from their base of operations, thus draining investment funds from potential deposit in local institutions.

TRADE ASSN. PEOPLE

John Kelly, promotion and publicity manager, WPTZ (TV) Philadelphia, appointed secretary, Philadelphia Public Relations Assn., succeeding **Paul Woodland,** who moves to Lancaster, Pa., as promotion director of Steinman Stations [B•T, April 26].

Bessie Covert, Modern Hospital Pub. Co., elected president, Women's Adv. Club of Chicago. She succeeds **Edna M. Johnson,** partner, Fensholt Adv. Agency, that city.

Robert Cone, formerly manager of publicity, WOR New York, to radio-tv publicity staff, United Cerebral Palsy Assn.

George Abraham, Naval Research Lab, Washington, elected president, Intercollegiate Broadcasting System. Others elected: David Borst, General Electric Co., vice president; Thomas Blaisdell, General Electric Co., secretary, and James Wylie, U. of Connecticut, treasurer.

Belles Ringer

SHORTLY AFTER Carl Belles joined WFBM-TV as production manager in 1952, a traffic jam developed around the personnel office. The phenomenon was traced to distaff staff members sounding out the personnel manager on Carl's marital status. After "He's married" appeared on the bulletin board, things simmered down.

"You shoulda worked with Marilyn Monroe," one director told Carl. "I did," he replied.

"You shoulda been an actor," one old upstager was heard to mutter at rehearsal when Carl tactfully pinned her ears back. "I was," said Carl.

"You shoulda been a Film Director," said a cameraman when Carl suggested a solution to a lighting problem. "I was," said Carl.

If this makes him sound like a guy following the harvest, it wrongs him. Carl's work has been well-aimed at his present job; his background is uniquely suited to television production. He has worked in front of and behind footlights, in front of and behind motion picture cameras, in front of and behind alligators (he once did a travelog of the Florida Everglades). Probably his most perilous experience was a hegira in Hollywood, where Carl was directing in a theater which tamed starlets. He had several narrow escapes, during which time his coolness under fire, learned as a Navy flying gunner during the war, stood him in good stead. He finally triumphed over his will power and took up the less hazardous occupation of film making.

This was back in the days when half a week was required to make a one-minute spot. Carl traveled hither and yon on assignments, shooting stock footage, producing, acting in, and directing commercials. It was along about then that Carl considered lotus-eating in the South Seas as a career, strongly motivated by the nerve-shattering aura of early tv filming. "It was like holding a jar of jam without the jar," he once remarked.

Every once in a while Carl's past catches up with him. Stock film and old commercials turn up for delivery to the WFBM-TV audience, thereby suggesting that the Belles impact on the industry was slightly more lasting than a piano chord.

No one doubts his impact hereabouts, least of all the directors of our 130 live shows each week, who find Carl Belles an inexhaustible source of artistic help and commercial savvy.

WFBM WFBM-TV

INDIANAPOLIS • CBS

Represented Nationally by the Katz Agency

Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids

SENATE UHF HEARING AGAIN POSTPONED; NEW DATE MAY 19

McCarthy vs. Army controversy and other reasons prompt Sen. Potter to set his subcommittee uhf hearing for May 19-21. Uhf Industry Coordinating Committee expects more stations to fill its ranks.

THE SCHEDULED Senate Communications Subcommittee hearing on uhf and multiple ownership last week was bumped back another two weeks.

Sen. Charles E. Potter (R-Mich.) announced the new date for the hearing Wednesday. The hearing will be held May 19-21, a second postponement since first the sessions were announced. Originally the Senator had scheduled them for April 27-29 but when the bizarre McCarthy vs. Army hearing got underway, the uhf date was pushed back to May 4-6.

Reasons for the new postponement, it was understood, were:

• The crowded calendar of Sen. Potter. As a member of the Senate Permanent Investigations Subcommittee that is hearing the dispute between Sen. Joseph R. McCarthy (R-Wis.) and his staff, with the Army, Sen. Potter must set aside considerable time for the investigation. It was said a postponement was under consideration ever since the McCarthy-Army row appeared heading for a prolonged stay on the Capitol scene.

• The need for more time for principals involved in the uhf-multiple ownership hearing to prepare testimony.

Sen. Potter reportedly has let it be known that May 19-21 now is definite.

Also, the FCC is compiling tv station monthly revenue and expense data through March 1954. The Commission had set a May 3 deadline for the material [B•T, Feb. 8]. Only a fortnight ago, before the new postponement of the hearing was announced, the FCC had asked tv stations to get the data in before this time [AT DEADLINE, April 26] so that it could bring the material up to date for the uhf hearing.

At the same time, the Uhf Industry Coordinating Committee is expecting to add to its roster of stations by the May 19 hearing date. This group last week was busy preparing its testimony.

While station operators, networks, manufacturers and the FCC worked over the uhf question, the subcommittee's list of witnesses was shaping up.

Most of the witnesses, however, are tentative, with the list subject to constant revision.

Only one uhf permittee who has ceased operation is scheduled: Ronald B. Woodyard, WIFE (TV) Dayton. William Johns, WOSH-TV Oshkosh, Wis., deleted last week, reportedly has decided not to appear.

Uhf operators or spokesmen now on the list include William A. Roberts, counsel, UHF Tv Assn.; Lou Poller, WCAN-TV Milwaukee and UHF Tv Assn. president; S. W. Townsend, WKST-TV New Castle, Pa.; Fred Weber, WFPG-TV Atlantic City, N. J.; John Esau, KTVQ (TV) Oklahoma City; Paul Harron, WIBG-TV Philadelphia; William Putnam, WWLP (TV) Springfield, Mass.; Harry Tenenbaum, WTVI (TV) Belleville, Ill. (St. Louis market); Elfred Beck, KCEB (TV) Tulsa; Mortimer W. Loewi, WITV (TV) Ft. Lauderdale, Fla. (unconfirmed); Philip Merryman, WICC-TV Bridgeport, Conn.; Larry H. Israel, WENS (TV) Pittsburgh.

Manufacturers now slated to appear are General Electric (Dr. W. R. G. Baker and his assistants); RCA (possibly W. W. Watts, vice president of RCA technical products); DuMont (possibly Dr. Allen B. DuMont), and Sarkes Tarzian, uhf equipment maker and also of WTTV (TV) Bloomington, Ind. Glen McDaniel, president of Radio-Electronics-Tv Mfrs. Assn., will represent all member manufacturing firms.

Networks scheduled are all four in tv: ABC-TV, CBS-TV, NBC-TV (unconfirmed name—Joseph V. Heffernan, finance vice president) and DuMont Tv.

Although not classified as a network but a multiple tv station owner, the Storer Broadcasting Co. has informed the subcommittee it will appear. SBC will be represented by either John Poole or John McCoy, both with the Storer organization, it was reported.

NARTB, according to reports, thus far has decided not to be represented at the hearing but this decision is not official and subject to change.

Only educational group thus far set down by the subcommittee is the National Citizens Committee for Educational Tv (Robert R. Mullen, executive director). Morris Berman, identified as a New York engineer by the subcommittee, also is on the list of those desiring to testify.

Still unconfirmed are the plans of David F. Milligan, WFAM-TV Lafayette, Ind., and Leon Green KNUZ-TV Houston, both uhf operators who had expressed interest in the hearings.

Six-Man Work Group

A six-man working committee of the Uhf Industry Coordinating Committee, now grown to 45 stations, met in Washington last Friday and Saturday to continue preparations for the hearings.

Replies to its open letter to uhf operators and grantees [B•T, April 26] have been "most satisfactory," it was reported, and much ammunition has been garnered. No serious objections to its proposed platform have been raised it was said. Hope is that the Coordinating Committee will represent 75 stations or more by the May 19 hearing date.

It also was announced that Melvin Goldberg, former executive director of the UHF Assn. and now a consultant, has been hired to assist the group. He is working with Benedict P. Cottone, former FCC general counsel, who represents the Coordinating Committee.

Members of the working committee comprise Harold H. Thoms, WISE-TV Asheville, N. C., who is chairman of the full organization; John Eudaloy, WTAO-TV Boston; Gary L. Cohen, WBUF-TV Buffalo; Joe L. Smith Jr., WKNA-TV Charleston, W. Va.; John G. Johnson, WTOB-TV Winston-Salem, N. C., and Fred Weber, WFPG-TV Atlantic City.

Meanwhile, a Hollywood radio attorney recommended three moves to assist uhf television stations.

Joseph Brenner, former FCC attorney and now in private practice in Beverly Hills, Calif., suggested that the FCC:

(1) Permit uhf stations to broadcast aural programs with fixed visual images—such as test patterns, slides, stills, etc. This would permit uhf stations to get some revenue and assist servicemen in installing converters and

Do You Know This Man?

He is Seymour Horowitz, program manager of WJAR-TV, Providence, Rhode Island. He says—

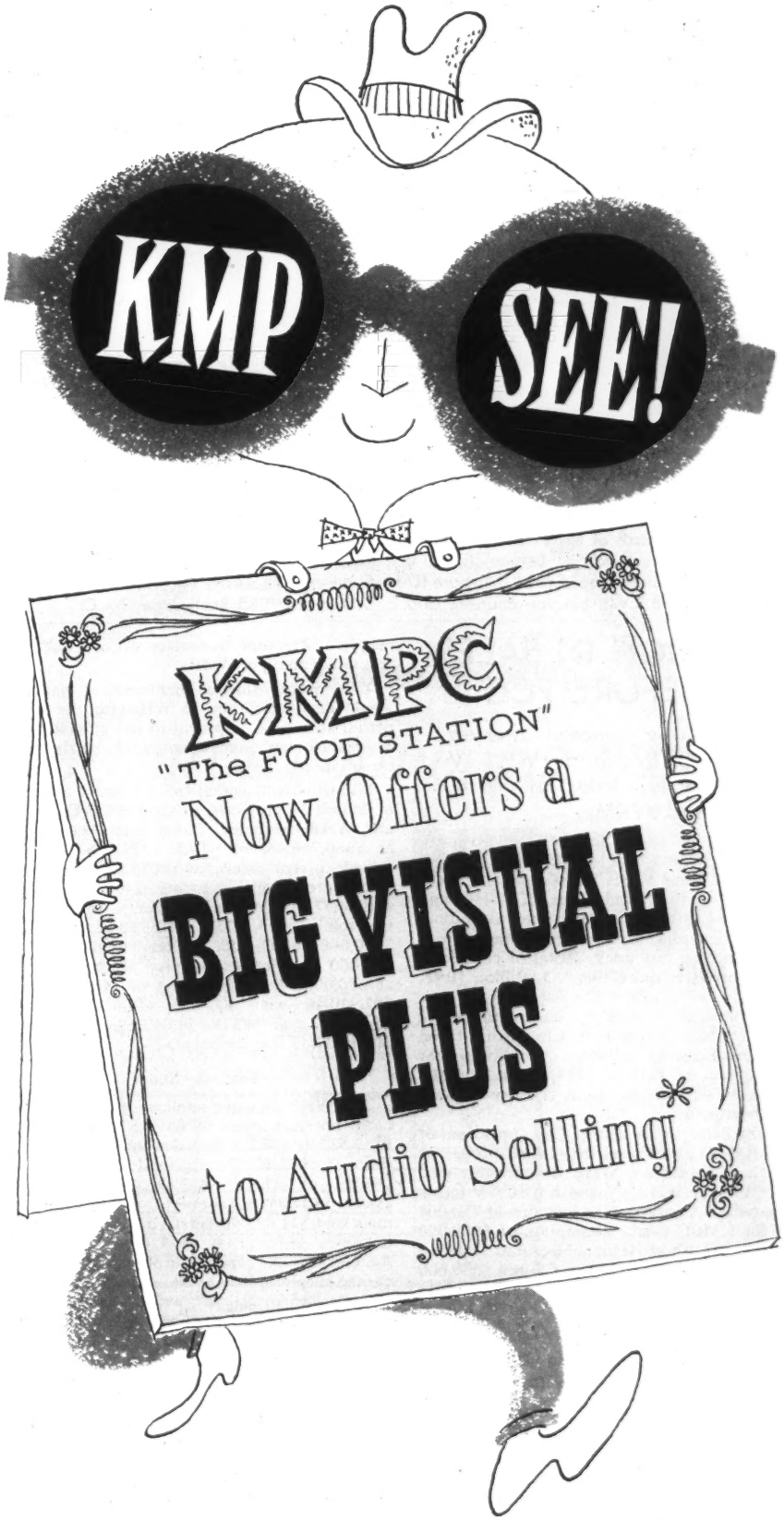
"During the past 3½ years that we have been using the SESAC Transcribed Library we have found it a valuable asset to the planning of good programs. It has adequately fulfilled our needs for themes, background music, bridges and fills."

The SESAC Library is **lowest in cost** for a complete Program Service

SESAC INC.

475 Fifth Avenue **New York 17, N. Y.**

SESAC Headquarters—Suite 731-32
NARTB, Palmer House, Chicago



Here's what you get....

Stack displays in 43 big supermarkets* serving all of metropolitan Los Angeles.

Advertiser's product will bear special shelf or stack markers identifying it as "A KMPC Value."

Posters throughout all 43 markets publicizing KMPC as "The Food Station."

Easel boards featuring KMPC personalities who will be airing the advertiser's commercials.

Special KMPC badges worn by all market clerks and check-out girls.

Special reference to KMPC in all newspaper advertising and Special Value Sheets of all 43 markets.

Food Special banners featuring KMPC throughout all of the markets.

Investigate today!

KMPC

"The One-Station Network"

710 kc • Los Angeles

50,000 watts days • 10,000 watts nights

GENE AUTRY, President • R. O. REYNOLDS, Vice-Pres. & Gen. Mgr.

Represented nationally by A. M. RADIO SALES COMPANY

New York • Los Angeles • Chicago

** Available to only 13 advertisers having a product already carried by Thriftimart Food Markets*

all-channel receivers. This was permissible prior to June 1951.

(2) Make provision for the transmission of sterophonic sound exclusively by uhf stations. Sound portion of tv uses fm transmission and thus would be adaptable for three dimensional sound.

(3) Authorize subscription television, but restrict its use to uhf stations only. This would provide program matter and revenues to uhf stations not available to vhf stations.

(4) Require networks to have one-third of their affiliates in the uhf band in one year's period, and 50% in five year's time.

Industry Figures Meet At Dinner With Potter

TRENDS in television regulation, including multiple ownership and the problems of uhf, were discussed at an informal dinner conference held Thursday in Washington with Sen. Charles E. Potter (R-Mich.), chairman of the Senate Communications Subcommittee, as a guest.

Sen. Potter told B•T he took part in the conference as a means of gaining viewpoints of an industry cross-section on current tv and ownership issues. Major television networks were not represented on the guest list.

Among guests were George B. Storer and George B. Storer Jr., Storer Broadcasting Co.; Chris Witting and John Steen, Westinghouse Broadcasting Co.; A. Earl Cullum Jr., consultant; Robert D. Swezey, WDSU-TV New Orleans; Lou Poller, WCAN-TV Milwaukee; Ward Quaal, Crosley stations; C. Glover De Laney, Gannett stations; Gene F. Cagle, KFJZ Fort Worth; Thomas F. O'Neil, General Teleradio; Gov. E. D. Rivers Sr., WMIE Miami, WLBS Birmingham and Southern stations; William M. O'Neil, WJW Cleveland; Lester W. Lindow, WFDF Flint, Mich.; Hulburt Taft, WKRC-AM-TV Cincinnati; John Poole and John E. McCoy, Storer Broadcasting Co.; Kenyon Brown, KWFT Wichita Falls, Tex.

Mr. Cullum made the basic presentation, explaining technical aspects of both uhf and vhf as well as allocation and coverage. Sen. Potter's questions covered a wide range of topics, including the number of tv stations the nation can support, multiple ownership and educational stations. The list of broadcasters, represented all types of stations and included ownership of many uhf outlets.

FCC Chairman Testifies On Wiretapping Measures

FCC Chairman Rosel H. Hyde testified on wiretapping before a Senate Judiciary subcommittee Thursday. The group is considering a House-approved measure and alternative Senate bills. The House bill would permit the use of wiretaps in Federal court.

Chairman Hyde warned that recorded wiretaps could be altered and urged their use (in court) only under careful safeguards. He said wiretapping was "personally repugnant" to him, but the FCC Chairman also noted that the Commission has not taken an official position on the bills in question. Although the wiretap section (interception of communications, Sec. 605) of the Communications Act is included because of its link with radio-communications, Chairman Hyde reminded the Senators that by its nature, any proposal on wiretapping "should be included as part of Title 18 of the U. S. Code, rather than as an amendment to the Communications Act," thus keeping with Dept. of Justice responsibility for enforcement.

MEMBERS of the Carolina Congressional delegation were hosts to 23 members of the Carolina Daytime Broadcasters Assn. at a Wednesday morning breakfast in Washington. The Carolina station group is affiliated with the national Daytime Broadcasters Assn. Front row (l to r): Rep. Hugh Q. Alexander (D-N. C.); Rep. Charles B. Deane (D-N. C.); Robert M. Wallace, WOHS Shelby, N. C., president of CDBA; Rep. L. H. Fountain (D-N. C.); Jack S. Younts, WEEB Southern Pines, N. C.

Back row (l to r): John Lang, secretary to Rep. Deane; Mrs. Christine Gallagher of the secretarial staff of Rep. Harold D. Cooley (D-N. C.); Harry Gatton, administrative assistant to Sen. Alton A. Lennon (D-N. C.); Ray Livesay, WLBH Mattoon, Ill., DBA secretary-treasurer; Rep. Carl T. Durham (D-N. C.); Rep. Woodrow W. Jones (D-N. C.); Harry Daly, DBA Washington counsel, and E. Z. Jones, WBBB Burlington, N. C.

$3 MILLION IN SALES FILED BEFORE FCC

Applications concern merger of KMBC-TV and WHB-TV Kansas City, sales of WHB, KMBC and KFRM.

FORMAL applications for FCC approval to station transfers which would effect merger of KMBC-TV and WHB-TV, Kansas City ch. 9 share-time stations, and sales of WHB and KMBC as well as the latter's sister operation, KFRM Concordia, Kan., were tendered with the Commission last week. Total of considerations involved is more than $3 million [B•T, April 26].

The transactions mark the end of the active role that KMBC's Arthur B. Church has taken in the broadcasting industry. A radio pioneer who entered the field in 1914, the senior Mr. Church is withdrawing from radio-tv because of his health.

Cook Paint & Varnish Co., operator of WHB-AM-TV, purchases the KMBC properties through its subsidiary, WHB Broadcasting Co., and will merge WHB-TV and KMBC-TV into a single outlet. Consideration includes $1,750,000 cash for KMBC stock, assumption of $900,000 in long and short term obligations and an agreement to pay Mr. & Mrs. Church $250,000 under a 10-year non-competition clause provided they do not re-enter radio or tv in that area.

$400,000 Sale

Cook in turn sells WHB-AM for $400,000 to the Storz family's Mid-Continent Broadcasting Co. Mid-Continent operates KOWH Omaha and WTIX New Orleans. President-treasurer and 60% owner is Robert H. Storz. Vice president-secretary and 40% owner is Todd Storz.

Mid-Continent's application to purchase WHB said no immediate changes in personnel are planned, excepting that pursuant to the sale agreement, WHB Vice President Donald Davis, Manager John Schilling and Chief Engineer Henry Goldenberg "will remain with assignor and be utilized in the proposed operation of KMBC-AM-TV."

Mid-Continent told FCC it has no specific people at this time to replace Messrs. Schilling and Goldenberg at WHB.

Todd Storz, Mid-Continent general manager, would devote fulltime to WHB for the initial period after FCC approval to the purchase, the application said, and about 25% of the time on an annual basis.

Mid-Continent submitted a balance sheet as of March 31 projected to show KOWH, WTIX and WHB combined. Total assets were listed as $680,706.46, of which $172,846.27 represented current assets, $503,083.07 fixed assets less depreciation (including $400,000 WHB), and $4,777.12 deferred charges. Current liabilities totaled $33,527.33 with 10-year loan of $500,000 due Omaha National Bank in annual $50,000 installments. Capital stock was listed at $50,000. Surplus at first of March totaled $92,910.46 with KOWH profit for month $5,045.52 and WTIX $1,052.58. Tax reserve of $1,829.43 was deducted.

Balance Sheet

The WHB transfer application indicated the radio physical assets to have a book value of $153,532.21. WHB Broadcasting Co.'s balance sheet as of Feb. 28 cited total assets of $830,-141.35, of which $493,288.41 was current assets, $324,061.82 property, plant and equipment and $11,025.96 deferred charges. Current liabilities were given as $147,471.39, capital stock $20,000, capital surplus $180,000 and earned surplus $482,669.96.

Midland Broadcasting Co., operator of KMBC, listed the book value of KFRM physical assets at $61,061.01, KMBC-TV $201,113.34 and KMBC $82,551.86. Cook Paint & Varnish proposes to put up additional $600,000 to complete construction of KMBC-TV, FCC was told.

Midland Broadcasting Co.'s balance sheet as of Feb. 28 showed total assets of $1,502,693.68, consisting of $319,851.24 in current assets, $27,799.48 investments, $1,070,120.44 fixed assets and $84,922.52 pre-paid and other assets. Current liabilities of $139,743.42 were given, plus $671,011.50 fixed liability. Preferred stock was carried at $193,450, common stock $200,-000. Earned surplus as of Dec. 31, 1953, was $298,057.38, less $14,308.62 preferred stock dividends. Current year earnings totaled $14,740 to date.

YOU MIGHT RIDE 485 WINNERS IN A YEAR—*

BUT . . . WKZO RADIO ALWAYS WINS IN WESTERN MICHIGAN!

PULSE REPORT—100% YARDSTICK
KALAMAZOO TRADING AREA—FEBRUARY, 1953
MONDAY—FRIDAY

	6 A.M. to 12 Noon	12 Noon to 6 P.M.	6 P.M. to Midnight
WKZO	59% (a)	59%	48%
B	21	14	23
C	5 (a)	4	6
D	4	4	4
E	3	4	7
MISC.	9	14	12

(a) Does not broadcast for complete six-hour period and the share of audience is unadjusted for this situation.

WKZO, Kalamazoo, is definitely Western Michigan's top radio buy—*morning, afternoon and night.* Pulse figures, left, prove it. On a quarter-hour, 52-time basis, for example, WKZO gets:

> *181.0% more* morning *listeners and 321.4% more* afternoon *listeners than Station B (and for only 35.3% more money!)*

Nielsen figures tell much the same audience story. They show that WKZO gets 177.7% more average daily daytime families than Station B!

Ask Avery-Knodel for all the facts.

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

** This American record was set in 1953 by Willie Shoemaker.*

BATTLE LINES FORM ON DRY AD BILL

Bryson Bill goes before House committee May 19-21. NARTB, others plan fight.

AN OLD Capitol Hill story with a change of setting—from the Senate to the House—will be retold later this month.

Opponents and proponents in the running controversy of whether alcoholic beverage advertising should be barred from interstate commerce, once again will imbibe in a familiar slugfest.

The list of organizations against the "drys" position already was of formidable size last week. Still more may join the opposition.

Prohibitionists will be out in full force, throwing their support behind the first attempt to drive an anti-alcoholic beverage advertising bill through Congress via the House.

The House Interstate & Foreign Commerce Committee on May 19-21 will hear the Bryson bill (HR 1277) which was introduced last year by the late Rep. Joseph S. Bryson (D-S. C.) [B•T, April 26].

Other attempts in Congress to obtain similar restrictions against beer, wine and liquor advertising occurred in the Senate in 1939, 1947, 1948, 1950 (Langer bill) and in 1952 (Johnson-Case bill). The latter two attempts failed in the Senate Interstate & Foreign Commerce Committee by the narrow margin of one vote.

Among the organizations expected to throw their weight against the Bryson bill are:

The NARTB; Station Representatives Assn. (SRA); American Assn. of Advertising Agencies (AAAA); Assn. of National Advertisers (ANA); American Newspaper Publishers Assn. (ANPA); Magazine Advertising Bureau; National Editorial Assn.

Also, U. S. Brewers Foundation, Wine & Spirits Wholesalers of America; National Licensed Beverage Assn.; National Restaurant Assn.; Repeal Assn.; Wine Institute; Distilled Spirits Institute.

Also, U. S. Chamber of Commerce; National Assn. of Mfrs. and several labor unions including those representing the AFL and the CIO. The Advertising Federation of America (AFA) also may be represented.

The usual lengthy list of prohibition organizations, including the Methodist Church's Board of Temperance and the Women's Christian Temperance Union, is expected.

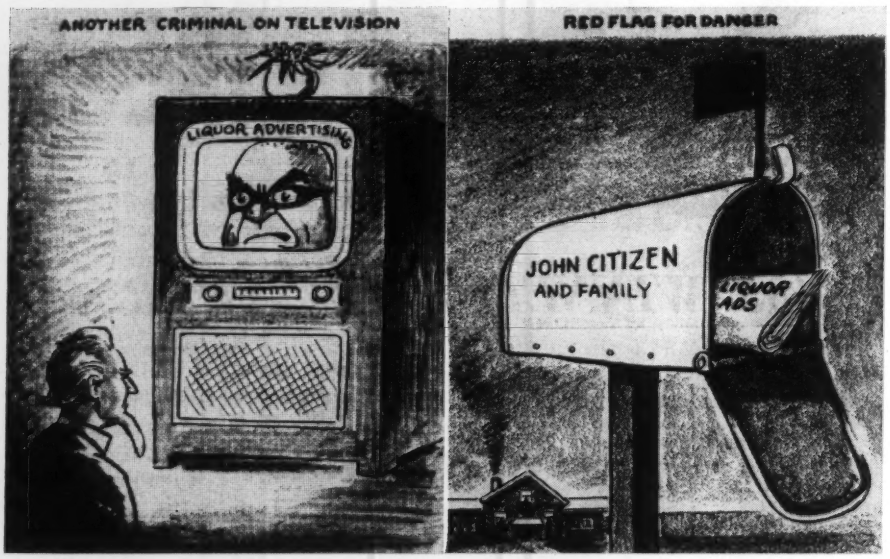
An idea to what extent witnesses will parade before the committee can be gleaned from the committee instruction to all groups asking to testify that they limit themselves to a 15-minute presentation.

The Temperance Board's *Clipsheet* of April 26 kicked off its publicity on the hearing with an editorial commenting [italics by B•T]:

"Following the death of its author, Rep. Joseph R. Bryson of South Carolina, early in 1953, opponents of the measure felt that it would no longer have support. *But a rising public sentiment over a period of months resulted in the scheduling of hearings.* Proponents of the bill see this mushrooming concern on the part of church and civic groups as indication that the bill has a good chance of passing. Several congressmen have asked for time to make statements on the bill during hearings and it is expected that the issue will be debated sharply by both temperance and liquor forces."

The editorial also noted that the bill "would also affect tv advertising, especially since passage would make it illegal to transport films or transcriptions for use as liquor advertising across state borders."

Rep. Charles A. Wolverton (R-N. J.) is chairman of the House committee.



CARTOON at left was the way *The Clipsheet*, published and distributed by the Board of Temperance of the Methodist Church, heralded the introduction of a "dry" bill (against radio-tv hard liquor advertising) in 1952. It was printed in *The Clipsheet* for Jan. 7, 1952, and reprinted in the Jan. 14, 1952, issue of B•T. Cartoon at right is the way *The Clipsheet* for April 26, 1954, pictorially comments on the Bryson bill which would prohibit all alcoholic beverage advertising in all media.

HOUSE GROUP WARY OF TV RECRUITING

CONGRESSMEN have their own Hooperating for tv programs—particularly if the shows are produced by the Army-Air Force recruiting branch. The rating: not even a point.

In fact, the House Appropriations Committee took time last week to insert this interesting paragraph in part of its report on military appropriations which passed the House Thursday:

". . . The Committee wishes to direct especial attention to certain specific items, such as recruiting . . . where $200,000 of the reduction recommended is on the basis that the sponsorship of television programs be either eliminated or that the quality of the shows improve. The committee was not impressed by the programs currently being sponsored, feeling that they are not of sufficient merit to attract recruits. Further, the committee is definitely of the opinion that if the Army feels it necessary to compete with private industry in the entertainment business, it should do better than it has done."

In the appropriations measure (for fiscal 1955), the Army and Air Force advertising programs would split their operations in recruitment advertising [B•T, April 26].

At present, the Army administers the production of two television programs, *Stars on Parade* (DuMont) and *Talent Patrol* (ABC-TV). The expenditure for the first show is $1,400 per week, alternated weekly by the Air Force and the Army, and for the latter program, $5,152 weekly for the Army alone. Commercial time worth of *Stars* is estimated by the military at $23,389.50 per week, and of *Talent*, $32,-152.72 per week.

Figures supplied by the two services, show an estimated $270,000 being spent by the Army on tv and $80,000 for both the visual and audio media by the Air Force.

Chief critic in the Capitol Hill audience is Rep. E. P. Scrivner (R-Kan.) who suggested during hearings before his House Appropriations subcommittee that perhaps "we had better stop" producing tv programs because he doubted tv's effectiveness as a recruiter.

If the military receives better reception in the Senate, where the appropriations measure now rests for consideration, perhaps the Congressional Hooperating will go up and with it the services' expenditures permitted for tv.

Uhf WAKR-TV Asks FTC To Limit Vhf-Only Set Ads

WAKR-TV Akron, Ohio, a uhf outlet on ch. 49, in a memorandum to the Federal Trade Commission last Tuesday, asked that agency to amend its proposed trade practice rules for the radio-tv industry to prohibit the term "television broadcast" in descriptions of tv sets equipped to receive only vhf signals.

Attorney Edward de Grazia of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, representing WAKR-TV, said failure of the FTC to promulgate such rules could lead only to "an aggravation of the already serious and existing confusion, misunderstanding, and misinformation in the minds of the general public" in buying tv sets.

The memorandum was filed by Mr. de Grazia upon the suggestion of FTC attorney Paul Butz, who presided at hearings completed last Dec. 7 on the proposed trade practice rules [B•T, Dec. 14, 1953]. Mr. Butz at that time said the hearing record would be kept open for unheard parties only until last Jan. 20. The FTC attorney is redrafting for submission to FTC members the set of 31 trade practice rules proposed by the FTC last Sept. 10.

The WAKR-TV request expressed fear the marketing and advertising of color tv sets ". . . is already promising to compound existing injuries and aggravate public misinformation. Thus, many color television sets, coming on the market for the first time, are not equipped to receive chs. 14 to 83—despite the fact that such vital equipment would affect the total cost (approximately $1,100) of such color sets relatively little."

Allen B. DuMont Labs, through Morton R. Galane of the law firm of Roberts & McInnis, Washington counsel for DuMont, proposed during the FTC hearings last Oct. 8 and Dec. 7, an amendment to the rules which would require vhf-only sets, or those receiving less than the total 12 vhf and 70 uhf channels, to be labeled according to their respective limitations. William A. Roberts of Roberts & McInnis, on behalf of the UHF Tv Assn., filed a letter supporting the DuMont proposal.

KRNT-CBS in Des Moines

BASIC BUY IN IOWA

Basic Buy Because:

KRNT is the Hooper leader morning, afternoon, and evening (and has been for years!). In the morning, KRNT leads with an audience share of 48.8%. In the afternoon, KRNT leads with an audience share of 50.4%. In the evening, KRNT leads with an audience share of 41.8%. (Des Moines Hooper Report, Feb., 1954). KRNT is the only Des Moines station that can talk Hoopers!

Basic Buy Because:

KRNT is the station with the stars . . . CBS plus Don Bell, Iowa's favorite disc-jockey . . . Bill Riley, long-time popular emcee with the great new mid-afternoon participating show . . . Smokey Smith, Central Iowa's most popular Western and country-music star . . . Elizabeth Clarkson Zwart, veteran Tribune columnist with outstanding morning "radio column" . . . Al Couppee, Iowa's "Mister Sports" . . . Al Rockwell, late-evening music authority.

Basic Buy Because:

KRNT is the station Central Iowa depends on for news. Everyone knows such names in news as Russ Van Dyke, Paul Rhoades, Don Soliday, Tribune columnist Gordon Gammack, and Mac Danielson. It takes a BIG, FULL-TIME staff of professional newsmen — with "beat" reporters — to run the NEWS CENTER for Central Iowa. That's why any KRNT quarter-hour newscast is the most-listened-to newscast in Des Moines!

Basic Buy Because:

KRNT is the Know-How, Go-Now station in Des Moines . . . the only Des Moines station which builds audience through a daily newspaper radio column, as well as display advertising and many other promotion features . . . the showmanship station affiliated with KRNT Theater, world's largest legitimate theater . . . the station which has one rate for everyone, with no PI, no deals.

REPRESENTED BY THE KATZ AGENCY

KRNT

DES MOINES RADIO

THE REGISTER AND TRIBUNE STATION

10 REASONS WHY YOU SHOULD BUY A *SCHAFER* REMOTE CONTROL SYSTEM

$1495.

the system preferred by engineers throughout the country.

the basic schafer system is a complete system. no expansions later. 24 metering circuits . . . 40 control circuits . . . uses two phone lines.

no tubes in the schafer system . . . sure-fire, dependable, dc dial, metering and control circuits . . . directly calibrated meters.

no extra frequency or modulation monitor to buy for any installation . . . external relays, tuning motor all furnished as part of the basic system.

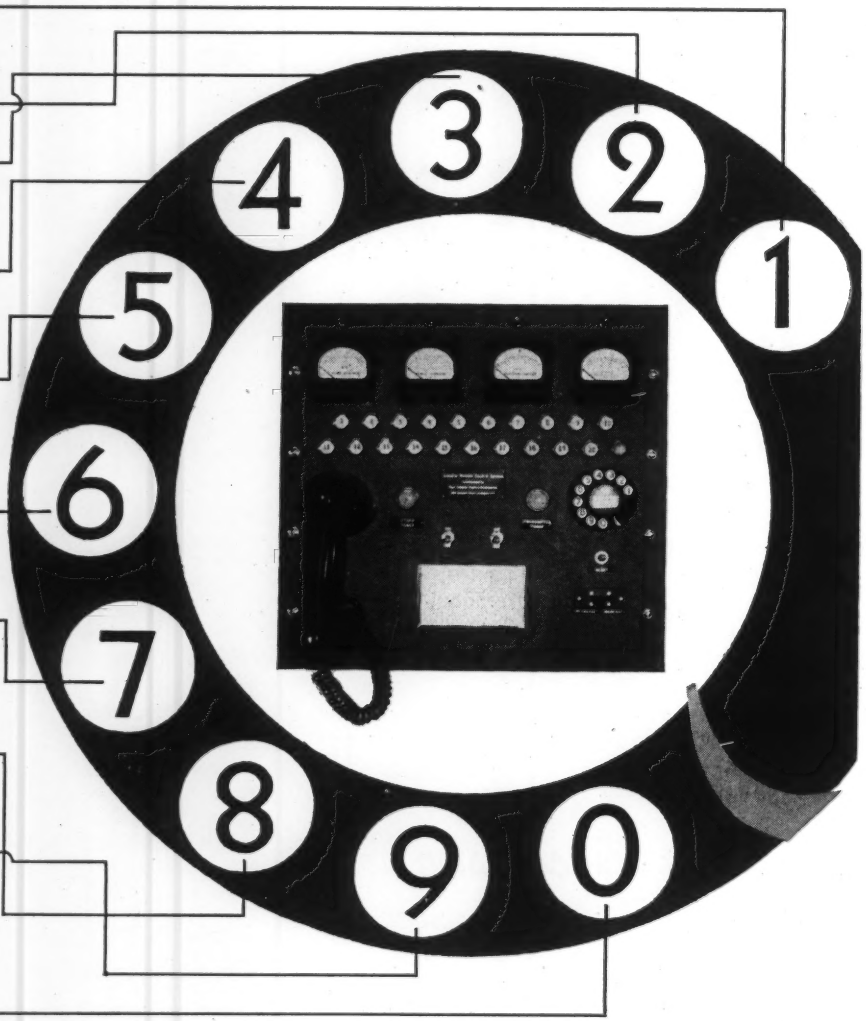
parts replacement never a problem . . . all parts made by national manufacturers. available through your local jobber now or 20 years from now.

any transmitter or group of transmitters can be controlled by one system . . . thirty page manual covers complete instructions for installation and maintenance.

no engineering compromises . . . no circuits worked against ground . . . no high voltages or currents on phone lines. telephones built in.

we specialize in remote control! we sell direct from the factory to you . . . you save the difference, and you get immediate delivery out of stock.

every schafer remote control system unconditionally guaranteed for one year.



paul schafer custom engineering

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LOS ANGELES 39, CALIFORNIA
PHONE: NOrmandy 2-2161

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remote control for $995

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DENVER TV CHALLENGES KLZ-TV SALE

Last year's unsuccessful applicant for the ch. 7 facility petitions FCC to disallow Time Inc.'s purchase of the station from Aladdin Radio-Tv Inc.

REQUEST that the FCC revoke the permit of KLZ-TV Denver and grant the application of Denver Television Co. in its stead was filed with the Commission last week.

The petition was filed by last year's unsuccessful contender for Denver's ch. 7. As expected [B•T, April 12], Denver Television asked that its application be reinstated, that KLZ-TV's grant be revoked, and that the FCC grant the ch. 7 facilities to Denver Television, which was owned mostly by the Wolfberg theatre interests.

The move was made on the ground that the proposed sale of KLZ-AM-FM-TV to Time Inc. for $3.5 million [B•T, April 12, March 8] violated "the integrity" of Commission procedures.

Basis of the Commission's grant to Aladdin Radio & Television Inc., licensee of the KLZ properties, was that it had greater local ownership, local residence, integration of ownership and management, and broadcast experience than did Denver Television, the petition declared.

Time Inc., publisher of *Time*, *Life* and *Fortune* magazines and 50% owner of KOB-AM-TV Albuquerque, N. M., and 80% of KDYL-AM-FM-TV Salt Lake City, Utah, meets none of these criteria, Denver Television said.

First Post-Freeze Hearing

The hearing for Denver's ch. 7 was the first of the post-freeze comparative tv hearings to be held. After weeks of vigorous and sometimes acrimonious testimony and cross examination—with anti-trust charges hurled back and forth—the Commission in June 1953 finalized the examiner's initial decision in favor of KLZ.

KLZ-TV, affiliated with CBS-TV, began operating Nov. 1, 1953, under special temporary authority.

Sale of the KLZ stations to Time Inc. was announced early in March.

Aladdin is owned by 40 stockholders, the largest of whom are Harry Huffman, Hugh B. Terry, Frank H. Ricketson Jr., J. Elroy McCaw and Theodore R. Gamble.

Reason for the sale, according to the transfer application filed with the FCC early in April, is the ill health of Messrs. Huffman and Terry. Both have suffered heart ailments in recent months.

Application for transfer indicated that Mr. Terry would remain in charge of the stations, and that Mr. Ricketson would remain a director.

Denver Television also claimed that KLZ-TV programming was not in agreement with what had been proposed.

Aladdin has made no effort to continue under its present ownership notwithstanding the illness of Messrs. Huffman and Terry, Denver Television said. ". . . Instead [it] has utilized the changes as an excuse for bailing out," the petition said.

Denver Television implied that the $3.5 million sale price was the principal motive for the sale. It said that Aladdin's net worth was less than $650,000.

Denver Television was headed by John M. Wolfberg, who also was 34% stockholder. Other stockholders were F. Kirk Johnson, Texas oil magnate, 20%; James M. Stewart, radio-tv and screen actor, 20%; Sterling C. Holloway, Texas attorney, 10%; Wilford M. Barber, physician, 10%, and Max G. Brooks, banker, 5%.

The Wolfbergs own six theatres in Denver, the downtown Broadway and Paramount, and four driveins. Harris Wolfberg, father of John, died a few months ago.

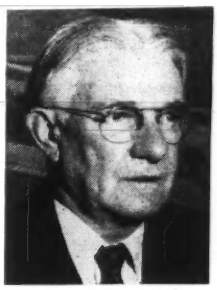
John Wolfberg was reported to be managing theatres in California.

WOLVERTON ASKS DATA ON PAY-TV

Committee chairman seeks FCC viewpoint on proposed legislation.

THE TOP man on the House Interstate & Foreign Commerce Committee was a bit nonplussed Tuesday when the Hinshaw bill on subscription broadcasting came up for brief discussion.

The committee's chairman, Rep. Charles A. Wolverton (R-N. J.), while the bill's author, Rep. Carl Hinshaw (R-Calif.), was before the committee testifying on the measure, asked where were FCC's views on the proposed legislation. He was noticeably surprised and somewhat nettled to find the Commission had not commented on the bill which had been introduced July 23, 1953.



REP. WOLVERTON

Rep. Wolverton then instructed the committee staff to ask FCC again for its comments because without them the committee was pretty much in the dark.

The Hinshaw bill (HR 6431) would make subscription tv a common carrier. It was introduced for the purpose of stirring study on the questions of (1) where do subscription tv and theatre tv fit in the broadcasting industry and (2) are they part of broadcasting as defined in the Communications Act or (3) should the act be amended so as to speak clearly on the subject?

Subscription Tv Interest

The interest in subscription tv came up during a routine, so-called "sponsor's day," held by the committee to hear authors of bills pending before it.

Rep. Hinshaw recalled that the question of subscription radio (or tv) came up during Senate-House conference of the McFarland bill (now law). At that time, he said, consideration was shelved because the House commerce group did not get the chance to consider the subject.

In contest, he said, was whether in a definition of broadcasting Congress should "exclude all such things as were charged for, and include all those things which were free to the general public."

Rep. Hinshaw cautioned, "there is quite a demand on the part of the radio industry that we settle certain parts of this contention in respect to subscription radio. . . ." The Congressman said the committee must decide whether to take up the bill "sometime," not take it up or postpone consideration.

Rep. Hinshaw said the committee "certainly ought to get into it (subscription broadcasting) because it is being agitated." He referred to the April 6 talk by Dr. Millard C. Faught, president of The Faught Co., New York management consultant firm, before the National Small Business Men's Assn. in Washington, D. C. [B•T, April 12]. Dr. Faught suggested a plan of box office tv collection by educational tv operators.

The Congressman observed that Dr. Faught "dwelt particularly with the Zenith Corp. and gave the impression for the moment, from his talk that he was a salesman for Zenith." "It was an unusual thing," Rep. Hinshaw said of the speech and asked that it be made part of the committee record.

FCC Admits WCAN-TV Bid for Whitefish Bay

THE FCC last week agreed to permit WCAN-TV Milwaukee to participate in the Whitefish Bay ch. 6 hearing, but denied the ch. 25 station's request to dismiss the Hearst Corp. (WISN) application.

At the same time, the Commission scheduled the hearing to begin May 8. It also questioned one of the technical qualifications of WMIL Milwaukee, one of the three applicants. The other applicant is Independent Television Inc., composed of Milwaukee and Detroit businessmen.

FCC Comr. John C. Doerfer dissented from the decision admitting WCAN-TV to hearing.

The Commission said that WCAN-TV had met the requirements of Sec. 309(b)—it had satisfied the Commission it was a party in interest, it had made known its interest, and it had set forth the basis of its right to participate.

WCAN-TV notified the Commission of its intention to participate last January [B•T, Jan. 25]. It claimed that it had standing as a party in interest because of the adverse economic effect a grant on ch. 6 would have on its operation. WCAN-TV also said that if WISN received the grant, it would lose its CBS-TV affiliation, since the WISN affiliation contract with CBS Radio contained first refusal rights for CBS-TV affiliation. This also brought up a question of anti-trust violation, the uhf station declared.

In denying WCAN-TV's request for the dismissal of the Hearst application, the Commission said that there was no reason to penalize Hearst because it proposed to locate its main studio in Milwaukee, rather than in Whitefish Bay. Rules provide for this accomodation, the FCC said.

Nor, said the Commission, does this mean that Hearst intended to violate the table of allocations.

Ch. 6 was assigned to Whitefish Bay, a suburb of Milwaukee, following a lengthy controversy with the Commission and WCAN-TV. At first, Hearst Corp. attempted to persuade the Commission to change the educational reservation on ch. 10 in Milwaukee. After this failed, Hearst asked for the allocation of ch. 6 to Whitefish Bay. This was done over the vigorous protests of WCAN-TV.

Although WCAN-TV's request to the U. S. Court of Appeals for a stay order failed, it still has pending an appeal from the Commission's decision to allocate ch. 6 to the Milwaukee area.

NEWSPAPER INTEREST IN RADIO-TV HIT

Sen. Johnson introduces bill which would bar anyone owning 10% or more of a newspaper in a city of 100,000 or up from owning a station.

IF YOU OWN 10% or more of a newspaper you ought not be granted a radio or tv station, and if you have such a station perhaps you should get rid of it. That is, if your newspaper is in a city of at least 100,000 population.

That's the gist of a new, surprising bill (S 3350) introduced by Sen. Edwin C. Johnson (D-Colo.) last week.

The measure, referred to the Senate Interstate & Foreign Commerce Committee, of which Sen. Johnson is the ranking minority member, would:

• Amend Sec. 310 (a) of the Communications Act which deals with the granting of a license.

• Prohibit "any person who publishes or has a substantial interest in or exercises control over a newspaper of general circulation published in a city of 100,000 or more population as determined by the last Federal census" from holding a license for a radio or tv station or from being granted a permit.

• Prohibit "any corporation of which any of the capital stock is owned of record or voted by a person who publishes or has a substantial interest in or exercises control over a newspaper of general circulation published in a city of 100,000 or more population as determined by the last Federal census."

The bill explains that by "substantial interest," it is meant 10% or greater interest in, "or 10 per centum or more of the capital of a corporation publishing," a newspaper of general circulation. If there is a 10% control or a voting of that amount of stock of the newspaper, this would constitute "control," according to the Johnson measure.

Sen. Johnson told B•T that the purpose of the bill was to look into monopoly and into the outlets of news, such as newspaper, radio and television.

The Senator said he offered the bill because the situation in some big cities indicates a few people are controlling the outlets.

Questioned whether his proposal was tied in with Sen. Harley M. Kilgore's (D-W. Va.) request that the Senate Interstate & Foreign Commerce Committee, the Senate Judiciary Subcommittee on Anti-Monopoly and the Justice Dept. look into what he charged was a "threat of a developing monopoly in communications," with radio interests taking over tv properties [B•T, March 15, 1], Sen. Johnson answered "to some extent."

Sen. Johnson said he did not know when the Senate Communications Subcommittee would consider the bill and that he had not talked with its chairman, Sen. Charles E. Potter (R-Mich.).

Actually the Johnson bill comes at a time when the Potter subcommittee has its hands full with the pending uhf hearing (story page 52). The session is set for May 19-21 and is sure to take up the subcommittee's efforts for some time. Since the Congress is aiming for adjournment in July, it is a good bet that the Johnson bill will not get far.

Extend Skywave Filing

DEADLINE for comments on applicability of FCC's proposed new daytime skywave rules to Class I and II stations was postponed by the Commission last week from today (Monday) until July 2 with replies due July 17. The action was taken upon petitions for extension filed by Clear Channel Broadcasting Service and A. Earl Cullum Jr., consulting engineer. Commission has scheduled June 7 for oral argument on the merits of the proposal which would give greater protection to Class I clear channel stations during the transition hours at sunrise and sunset from interference caused by secondary stations on the same channels [B•T, April 26, March 15].

HENNOCK QUESTIONS ST. LOUIS GRANT

AFTER the merger proposal among applicants for ch. 4 at St. Louis, was the surviving KWK application legally in hearing status in spite of an examiner's decision?

This question is raised by Comr. Frieda B. Hennock in her dissent to the Commission's action of April 23 making final an examiner's recommended grant of ch. 4 to KWK after a merger agreement with two other applicants, KXOK St. Louis and Missouri Valley Television Co. [B•T, April 26]. The text of Comr. Hennock's dissent was issued Wednesday.

Interpretation as to the status of KWK's bid was raised by Comr. Hennock in view of a new ch. 4 application filed by ch. 54 WTVI (TV) Belleville, Ill. The Commission majority, in granting KWK, denied a protest by WTVI.

In spite of the final decision, FCC as of Thursday had not returned the WTVI ch. 4 bid, normally a routine action.

Under the ch. 4 merger, KWK-AM-TV is to be owned 23% by present part-owner St. Louis *Globe-Democrat* and 28% by other part-owners Robert T. Convey and associates. KXOK Inc. will acquire 23% while a like interest will be assumed by KSTP Inc., operator of KSTP-AM-TV Minneapolis-St. Paul. The remaining 3% will be held by St. Louis area residents who, with KSTP, comprise Missouri Valley Tv.

Elzey M. Roberts Jr., president and minority stockholder in KXOK, and C. L. Thomas, KXOK manager, would assume full ownership of that station when the merger is effected, subject to FCC consent [B•T, April 12].

Clarksburg Protest Hearing Date Set

FCC last week designated May 17 to hear the precedent Sec. 309(c) economic protest filed by Clarksburg Pub. Co. against the Commission's grant of ch. 12 to WBLK Clarksburg, W. Va.

The Commission, in a split 4-to-3 ruling earlier, declared the newspaper firm to be a "party in interest" within the scope of the Communications Act protest provision, hence entitled to hearing on its charge that the new tv station would financially injure its daily *Exponent* and *Telegram* [B•T, April 19]. The papers are published by Cecil B. Highland Sr., who for years has refused to print the word "radio" in his news columns.

The FCC's memorandum opinion and order designating the May 17 date, said the hearing before the Commission en banc will consist "solely of oral argument . . . with burden as to each of the issues to be placed on Clarksburg Pub. Co.," the protestant.

FCC said the parties would have 15 days thereafter to file proposed findings and conclusions, "after which the Commission will issue its decision. However, in the event the Commission should find it necessary after the hearing to ascertain additional facts in connection with any of the specified issues, appropriate provision will be made for such fact finding."

Comr. Robert T. Bartley, who dissented from the original order on the ground that the claim of injury was speculative, dissented from last week's opinion while Comr. Frieda B. Hennock issued a lengthy dissenting statement. She felt Clarksburg Pub. Co. is entitled to "full hearing" with chance to produce evidence, not just oral argument. Comrs. E. M. Webster and Robert E. Lee did not participate. In the earlier ruling, Comr. Lee dissented, citing the absurdity of the interpretation given to Sec. 309(c)'s "party in interest" concept.

Issues specified by the hearing order question whether the tv grant to Ohio Valley Broadcasting Corp., WBLK licensee, would violate multiple ownership rule Sec. 3.636 or result in concentration of control of the media of mass communication in view of Ohio Valley stockholders' other radio-tv and newspaper interests in that state.

A third issue would seek to determine whether Ohio Valley's payment of $14,390 to WPDX Clarksburg for reimbursement of expenses incurred in prosecuting its now-dismissed application was contrary to the public interest.

A fourth issue involves validity of the expediting procedure in processing tv applications.

Providence Ch. 12 Record Certified

HEARING record on the Sec. 309(c) economic protest of ch. 16 WNET (TV) Providence, R. I., against last fall's grant of ch. 12 to WPRO-TV there was certified to the FCC last week by Examiner Herbert Sharfman in an initial decision which set forth findings of fact without recommendation.

Action was pursuant to the Commission's directive calling for the hearing and specifying issues [B•T, Nov. 2, Oct. 19, 1953]. WNET now is in operation as a CBS outlet. Its protest stayed the effective date of the ch. 12 grant to WPRO-TV as well as a special temporary authority which would have allowed the vhf station to commence interim operation last fall.

The ch. 12 action resulted after merger of three competing applicants with Cherry & Webb Broadcasting Co., licensee of WPRO, being the survivor. Competitors Greater Providence Broadcasting Co. and Hope Broadcasting Co. dismissed, obtaining options for 20% and 25% interests, respectively, in the ch. 12 venture. Former Greater Providence principals C. George Taylor and Robert T. Engles obtained one-year option for a collective 13% interest with the condition that after seven months their option rights could be purchased for $205,500.

The examiner's findings said the testimony showed there was no present knowledge whether Messrs. Taylor and Engles intended to exercise their option or not, nor were there any separate understandings or agreements shown. WNET's protest made much of the consideration to be paid the pair if they chose to sell their option rights after seven months. Neither were explanations given, the examiner found, for conditions in the agreement respecting the participation of certain other stockholders.

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President

FCC'S EXPEDITING RULES UNDER ARGUMENT

Question arises whether points of reliance agreed upon in Miami and Charlotte hearings meet 'specificity' requirements. Private attorneys say yes; Broadcast Bureau, no.

THE FCC's expediting procedure is all right, but get the Broadcast Bureau off our necks.

That, in essence, was the plea of seven attorneys last Thursday in a three-hour oral argument before the Commission. The question was whether the points of reliance agreed upon by applicants for Miami's ch. 7 and Charlotte's ch. 9 and accepted by the respective examiners met the requirements of "specificity" called for by the regulations.

The unprecedented oral argument was ordered by the Commission when the Broadcast Bureau appealed from examiners' decisions in the two cases agreeing to accept points of reliance submitted by the applicants [B•T, April 26, 5].

The Broadcast Bureau claimed that the points of reliance did not meet the Commission rules requiring specificity in order to narrow the hearings to essentials. This is the essence of the expediting procedures, which were put into effect in February 1953 to eliminate long and costly comparative tv hearings.

In ordering the oral argument, the Commission apparently sided with the Broadcast Bureau. The FCC said that the points of reliance in both cases did not meet the objectives of the expediting rules.

Broadcast Bureau Assistant Chief Joseph M. Kittner asked the Commission to uphold the Broadcast Bureau's position. If not, he said, the rules did not mean what they say, nor what the Commission emphasized in the so-called Evansville case. In that case, the Commission reiterated that points of reliance must be itemized in detail.

Answers 'Objections'

He also rebutted what he termed objections to the Bureau's position.

Gist of the opposing attorneys' position was that each of the applicants and the examiners involved understood exactly what was meant by the points of preference under fire—and that detailing them would unduly prolong the hearing conferences. Understanding among the contestants and the examiners came about, it was declared, through the exchange of full information.

Since the objective of the expediting procedures was to shorten hearing time and costs, and since all concerned had agreed on the acceptability of the points, no useful purpose was served in forcing applicants to particularize, it was said.

Among points made by the attorneys:

(1) Examiners must be more firm in running hearing conferences.

(2) The Broadcast Bureau was "subverting" the rules by insisting on minute details in points of reliance.

(3) The Commission should formulate policy for Bureau counsel and for examiners.

(4) Application forms should be revised to require full and detailed information; thus obviating the need for additional data at hearings.

Questions asked by Commissioners ran along these lines:

(a) Should there be a ban on appeals to the Commission until the examiner issues a final ruling on the conduct of the hearing and the points of reliance? This was asked by Chairman Rosel H. Hyde.

(b) Should one examiner be designated to sit on all hearing conferences, thus eliminating inconsistencies in rulings which have plagued those attorneys involved in several hearings? This was suggested by Comr. Frieda B. Hennock.

(c) Could the hearings be shortened by permitting a whole case, or a major portion of a case, to be submitted on paper? This was broached by Comr. John C. Doerfer.

Several attorneys pleaded that the Commission not revise the hearing rules, with attendant delays due to rule-making processes required. It would be better, they said, to order the applicants to comply with the viewpoint of the Broadcast Bureau.

FCC Comrs. George E. Sterling and Robert T. Bartley also participated in the argument.

The following attorneys appeared before the Commission: Miami—Duke M. Patrick, Biscayne Television Corp.; Arthur W. Scharfeld, East Coast Television Corp.; William J. Durka, South Florida Television Corp., and Bernard Koteen, Sun Beam Television Corp. Charlotte—Marcus Cohn, Piedmont Electronics & Fixture Corp.; Philip J. Hennessey, Radio Station WSOC Inc., and Thomas W. Wilson, Carolinas Television Corp.

Deadline Extended

DEADLINE for filing of comments on FCC's proposal to specify a floor of 5 kw on all uhf transmitters was extended by FCC last week until May 17 at the request of NARTB. Upon deadline a fortnight ago, a handful of uhf stations, RCA, DuMont and the Joint Committee on Educational Television, opposed the plan to lift the present minimum requirement of 1 kw to the higher power [B•T, April 19]. Replies to comments now are due May 27, FCC said.

Half-Dozen Station Transfers Approved

HALF-DOZEN radio-tv transfers approved last week by the FCC included WTVH-AM-TV Peoria and WKID-AM-FM Urbana, Ill.

At Peoria, the Peoria Journal-Star Inc. purchased 55% interest of WTVH-AM-TV from Hugh R. Norman and Edward C. Schoede for $55,000 and assumption of liabilities totaling $155,000. The *Journal-Star*, previously owned 36% interest and will now own a controlling interest of 91%.

WKID-AM-FM was sold by partners Robert E. J. Snyder and Gene W. Phillippe to WKID Broadcasting Co. for $45,775. WKID Broadcasting is headed by Donald T. Harding, presently with sales department of Edward Petry & Co., station representative. Associated with Mr. Harding are Allen H. Embury, president and 20% stockholder of KPIG Cedar Rapids, Iowa, Jerry Glynn Jr.; George W. Lyons, and William T. Firman. Messrs. Lyons and Firman are CBS Radio Network salesmen.

Sale of KILA Hilo, Hawaii, by John D. Keating and Elroy McCaw to KILA Station Manager James E. Jaeger for $25,000 also was approved. It was necessitated by the FCC multiple ownership rule when approval was given to the purchase of WINS New York by Mr. McCaw and his associates.

Mr. McCaw is owner of KORC Mineral Springs, Tex., and has interests in KLZ-AM-FM-TV Denver; KELA Centralia, KYAK Yakima, KALE-AM-FM Richland, all in Washington, and KYA San Francisco.

Other transfers receiving FCC approval were:

WCOJ Coatesville, Pa.—Transfer of control of Chester County Broadcasting Service through purchase of remaining one-third interest by William S. Halpern and Louis N. Seltzer for $21,500 from Richard Scully Jr.

KEVA Shamrock, Tex.—Assignment of license of Shamrock Texas Broadcasting Co. to Albert Cooper, Clark and Merita Bumpers and Robert J. Beller through purchase of remaining 60% interest of James D. Abbott for $18,000.

WMOA Marietta, Ohio—Assignment of license from William G. Wells to William G. Wells and R. Sanford Guyer, doing business as Marietta Broadcasting Co. through purchase of 20% interest by Mr. Guyer for $18,000.

CIRCUIT CHANGES AID NETWORK TV

MODIFICATION of an existing telephone radio relay circuit between Louisville and Nashville was requested of FCC last week by American Telephone & Telegraph Corp.'s Long Lines Div. to provide a second tv network channel to service WSM-TV Nashville, presently using its own private relay. The other tv circuit serves WSIX-TV Nashville.

FCC said there presently are eight radio channels authorized between Louisville and Nashville, six of which are for telephone message service and protection while the other two, one in each direction, are for television. Three network tv channels are available at Louisville, FCC said, two fulltime from Indianapolis via coaxial cable and one parttime from Atlanta using telephone radio relay.

The latter will be replaced by a fulltime channel on completion of a regular tv circuit northbound from Atlanta now under construction, FCC said. A parttime channel will be open late this year when the maintenance coaxial cable from Indianapolis will be available for tv. Then there will be four tv network channels available at Louisville, three fulltime and one parttime, FCC noted.

AT&T also asked the Commission last week for permission to modify an existing radio channel from New Orleans to Livonia, La., on New Orleans-Baton Rouge relay to provide network service to KALB-TV Alexandria, La.

The Long Lines Div. requested two new relay stations at Lanett and Phenix City, Ala., to connect WRBL-TV and WDAK-TV, both Columbus, Ga., to the interstate tv network.

Pacific Telphone & Telegraph Co. has asked FCC for permits for two relay stations to provide a studio-transmitter link for KTNT-TV Tacoma, Wash. Land lines are not practical for the 16-mile hop, FCC was told, since eight miles are over water.

To provide network service to ch. 16 WNET (TV) Providence, R. I., FCC has waived Sec. 2.104 of its rules so as to allow the New England Telephone & Telegraph Co. to operate an experimental tv pickup station as a fixed microwave radio relay station. Authority is valid to July 19.

Bentley Is Back

REP. ALVIN M. BENTLEY (R-Mich.), vice president and part-owner of WKNX-AM-TV Saginaw, Mich., who was seriously wounded in the Puerto Rican shooting in the House March 1 [B•T, March 8], received a standing ovation last Tuesday from his colleagues. It was Rep. Bentley's first appearance in the chamber since the gunplay incident.

TOPEKA
IS AMERICA'S TOP "SLEEPER MARKET"

Here's a market that's just waiting to be exploited. Topeka ranks 14th in the nation in Consumer Spendable Income* with $6,804 per household . . . 29.7% above the national average!

DOMINATED BY WIBW-TV

Topeka has only one television station—WIBW-TV. Right now, we blanket America's #14 market (and give you a 50% plus *outside*) by delivering 49,289 TV homes. With our upcoming 1000 foot tower and new 87 KW power we'll reach well over 100,000 of these cream-of-the-crop TV homes.

CBS—DuMont—ABC Interconnected

*** Consumer Markets—1954**

WIBW-TV 13

The Kansas View Point

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City

Rep: Capper Publications, Inc.

Overwhelming LEADERSHIP in this 5-Station Market

WSYR

PULSE OF SYRACUSE — FEB., 1954

72 15-Min. periods, 6 a.m. to midnight

WSYR FIRST . . . . . in 54 periods
WSYR SECOND . . . in 18 periods
72
(that's all there is)

16 15-Min. periods, 6 a.m. to 10 a.m.

WSYR FIRST . . . . . in 15 periods
WSYR SECOND . . . in 1 period
16

24 15-Min. periods, 6 p.m. to midnight

WSYR FIRST . . . . . in 24 periods
(a clean sweep!)

And, of course, the last Nielsen and SAMS story still stands:

NIELSEN
WSYR FIRST
by 47% to 212%

SAMS
WSYR FIRST
by 29.8% to 239%

WSYRACUSE 570 KC

NBC Affiliate • Write, Wire, Phone or Ask Headley-Reed

WSYR-AM-FM-TV — The Only Complete Broadcasting Institution in Central New York

features

- **The Palm Springs story: A report on a test of subscription tv. Page 66.**
- **What's new about losing money in television? Page 70.**

An Agency Looks at Color

CURRENT issue of the national advertisers' edition of Grey Matter, *newsletter published by Grey Adv. Agency, New York, engages in some interesting speculations on how color tv may ultimately change the American scene. Here is a condensation of the agency's predictions on the effects of color television.*

WHAT will color television do—color-wise—to the American scene? It took almost 50 years for the automobile to go colorful. Actually, it's only since the war that black began to lose car leadership. If we had had color television, say in 1935, might we have gone through the car color revolution between 1935-1940? An interesting speculation, don't you think? We thought so, too. So we decided to coax some other highly-colored dreams out of our *Grey Matter*.

Our very first thought was that now, for the first time, it will be possible to demonstrate dramatically in millions of homes the before-and-after magic of color. Color can, indeed, work vast change. Anybody who has seen an old, tumble-down barn perk right up after a coat of paint, will know exactly what we mean. But up until the advent of color television, it has been quite impossible to demonstrate in the home, presto, like that!, the Cinderella changes that color can produce. Now it can be done.

Eventually it will be possible to put on the television screen, in almost every home in the country, all of the color magic of the greatest color showmen of all time. Moreover, this color magic will be used not merely for entertainment, but as a merchandise-selling vehicle.

Color Receptiveness

Color will become more important to more people. More people will be more receptive to color and to more frequent color changes.

Smart merchandisers, as always, will find merchandising opportunity in whatever profoundly engages the public interest. Consequently, as more people become more receptive to color and color changes, merchandisers will play to this winning combination. For example, because of color television, major appliances will turn to color in much less time than it took the auto to turn this trick.

Color obsolescence will become an increasingly important part of design obsolescence. Color obsolescence has been perhaps as basic a factor in the last five years in car demand as technological obsolescence. Similarly, some merchandise categories which still tend to represent almost life-time purchases, such as some home furnishings, may some day, through color, achieve quite an amazing obsolescence pace.

The young fry will truly get an education in color. That will leave its stamp on their color preferences which usually become color demands. Also, it should mean that when they become adults, they will know more about color than did their forebears.

Because color on any screen is not precisely "true" in the scientific sense, color demand may become somewhat warped. This is an interesting point: Many years ago, when Hi Fi first dunked a tentative toe in radio's waters, *Fortune* ran a fascinating account reporting how even highly trained musicians just didn't like the effect of the full musical range. People had become "conditioned" to the effects of the limited musical range of radio. Similarly, people will probably become "conditioned" to color as color appears on the television screen. It may well behoove the color experts to study color somewhat more attentively as it appears on the telecast, rather than as it appears under laboratory instruments.

Color will tend to become more of a "language," more of a means of communication. This, too, is an interesting speculation. Color, itself, will be used to convey specific messages. If music can be conveyed in part by color—and, of course, that has been done by Walt Disney and others—then certainly copy can be conveyed by color. (We have the notion that a technique will ultimately be developed that will permit sending spot time signals by color.)

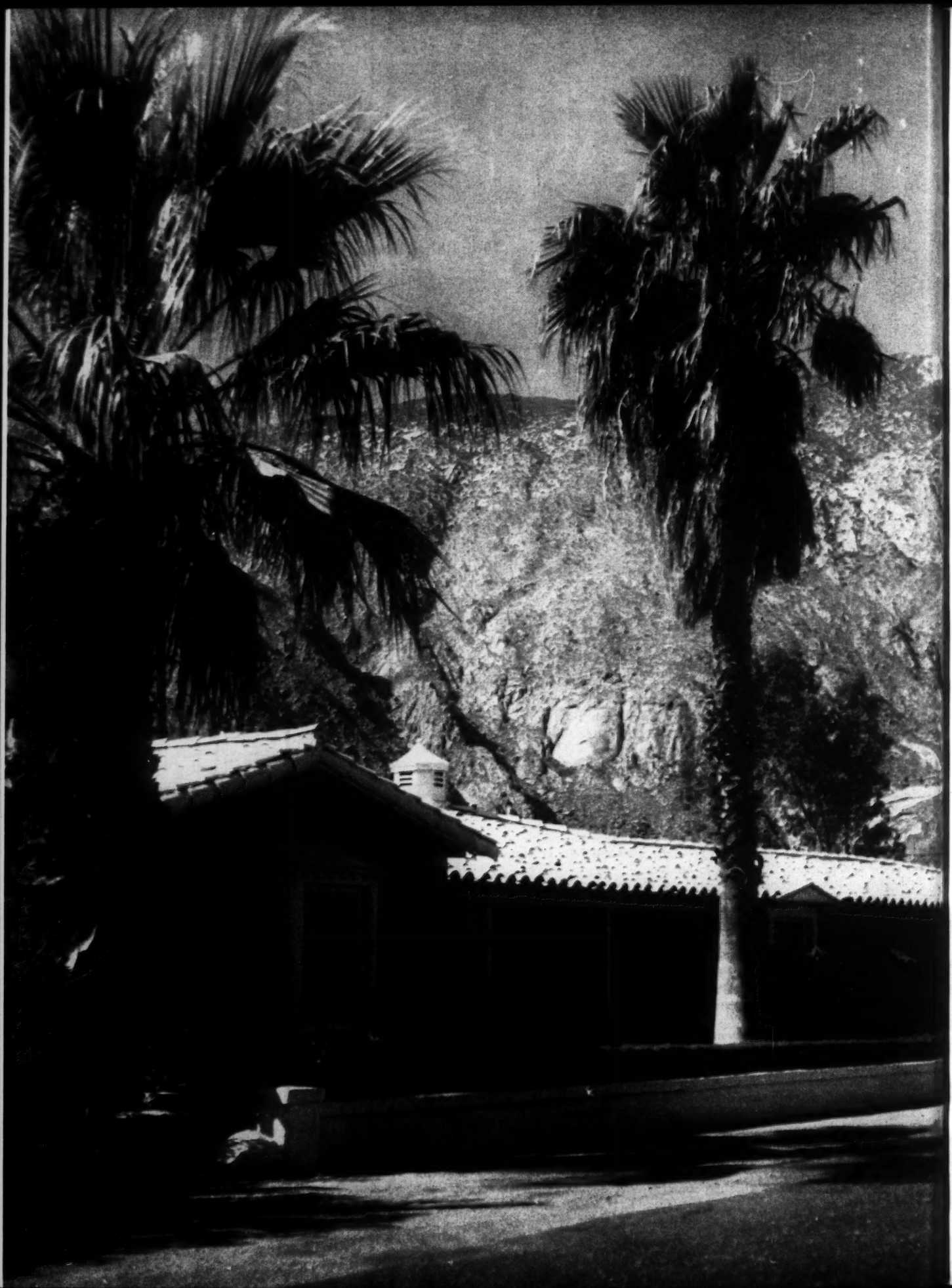
Joint Sponsorship

Both the costs involved in color telecasts and the merchandising advantages of color ensembling will encourage groups of related, but non-competitive manufacturers, toward still further development of the joint sponsorship concept. For example, an entire room could be color-harmonized and promoted as a unit.

We foresee some radical changes in food promotion. Food has always been susceptible to eye appeal, as well as to aroma and taste appeal. Now the eye-appeal factor will be more intensively exploited than ever before. Color television may bring about considerable changes in food consumption—after all, we eat with our eyes just about as much as we eat with our digestive organs, and now the eye will really have an "eating" job.

Color demonstrations—as in cosmetics, for example—will get a tremendous lift. Many color demonstrations of cosmetics given in retail stores have been not too satisfactory because women on the outer fringe assembled around the demonstrator could not see too well. There have also been problems of lighting, models, etc. Now, for the first time, vivid demonstrations of color in cosmetics, etc., can be shown close-up, perfectly done to millions of people.

The novelty aspect of color in television will, of course, ultimately wear off. It will then become necessary to develop techniques that will make people aware of color in color broadcasting. It will be at this stage that color television will begin to achieve maturity and the stage at which it will keep its rendezvous with what we are positive is a wonderful destiny.



PAY-AS-YOU-SEE IN PALM SPRINGS

by Edwin H. James

SINCE last Nov. 28 a test of subscription television has been going on in the fashionable and fancy winter resort of Palm Springs, Calif.

As a test of the mechanical features of the Telemeter system of coin-box tv, the Palm Springs operation has had unquestionable value. It has proved that the engineering principles of the Telemeter system are sound and has enabled Telemeter designers to improve the mechanism to its present stage of obvious practicality.

As a test of public acceptance of subscription tv, the Palm Springs venture is of less definitive utility. The most assiduous search among communities of the United States could not turn up one that was more unrepresentative. There is no record that any of the nearly 700 private swimming pools in Palm Springs actually contains a mink lining, but if one were to be installed, it would arouse no more than perfunctory interest. As a winter retreat handy to Hollywood (three hours by Jaguar), Palm Springs is inured to imaginative extravagances.

It is not a resort that attracts the middle-class. A fair proportion of winter residents who can manage extended stays or repeated visits own their own homes, of which samples appear in photographs accompanying this article. Others make do in such transient quarters as those of the El Mirador Hotel (rates on the European Plan: for a room, $22 to $30 per day; for a bungalow, $30 to $52 per day; for a suite, $40 to $52) or in the better motor courts which are equipped with pools, palms and impeccable room service (rates: comparable to the El Mirador's). The less fastidious may encamp in meaner hostelries, but to find shelter at less than $20 per day is considered slumming.

For those who wish divertisements other than swimming or acquiring a socially acceptable tan, there is an adequate supply of restaurants and night clubs. At Don The Beachcomber's, the check can be kept to $30 for dinner for two, a bargain for those who fancy pressed duck and the use of warm towels, scented with jasmine, to wipe away its traces afterward. Down Palm Canyon Drive, the Chi-Chi provides the distractions of a major show, featuring at least one star. Peggy Lee recently finished a successful engagement.

Palm Springs is unique for many other reasons than its climate (warm and dry) and its winter visitors (well-heeled and eager for entertainment). It is the only community of its size that contains as many swimming pools as television sets. At last count the number of each was around 700.

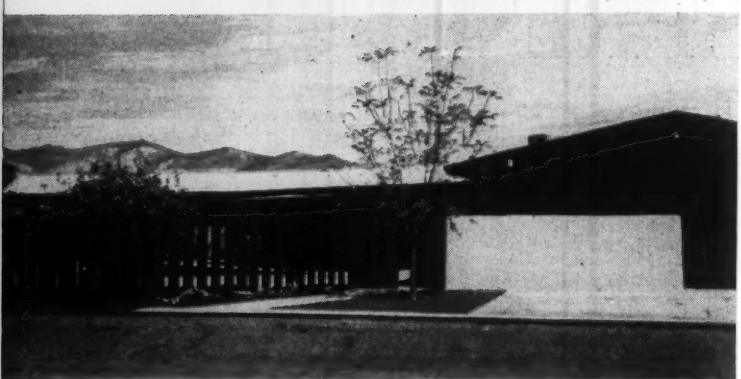
This statistical phenomenon may be explained by the same geographic features that create the community's enviable winter climate—mountains which keep out the coastal rains and, with equal effectiveness, television signals from Los Angeles. Anyone who wants to have tv in Palm Springs must have not only a television set but also the service of the Palm Springs Community Television Corp. It is the community system that forms the basis of the Telemeter coin-box television operation.

The community system was started in February 1953. Until then only a few tv sets were in the area, and those functioned inadequately with the use of elaborate antennas. International

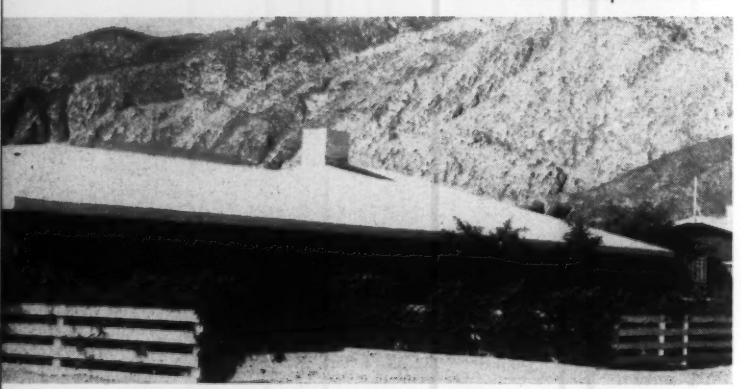
House on opposite page is one of some 200 in which Telemeter pay-as-you-see tv is operating. It is typical of winter homes in the resort where a house is not a home unless it has a patio and swimming pool.

FOUR TELEMETER INSTALLATIONS: 221 Merito Place

1188 El Alameda (owned by Bob Hope)



1052 Mesquite Avenue



1471 El Alameda

Telemeter Corp. (which owns the Telemeter subscription system) installed the community arrangement, putting its antenna on a shoulder of Mt. San Jacinto on a line of sight to the Mt. Wilson antenna farm of Los Angeles stations, 90 miles away. The community service is fed to subscribers by coaxial cable. It now has about 700 connections, 15% of which are in hotels and restaurants and the other 85% in private dwellings.

Of the 700 subscribers to the community system, 200 also are equipped for Telemeter's coin-box service. All of the subscription tv installations are in private dwellings; the proprietors of Telemeter shudder at the thought of a large crowd in a public place having access to a subscription program for the price of a single admission.

The televiewer in Palm Springs must be prepared to pay for his television entertainment. First he must buy a receiver. To get program services on the three available Los Angeles channels, KNBH (TV), owned by NBC; KNXT (TV), owned by CBS, and KTLA (TV), owned by Paramount Pictures which also owns the majority interest in International Telemeter Corp.), he must pay the community tv system an installation charge of $162 including $12 Federal tax and a service fee of $64.80 a year including $4.80 tax.

Beyond those investments, he must spend more if he wants subscription tv service. Telemeter charges a $21.75 fee to install the scrambling device in a tv set. Once a Telemeter is installed, subscription fees vary, of course, from program to program.

It is evidence, if any were needed, of the economic status of Palm Springs residents that 700 have anted up $162 plus $64.80 a year to get "free" tv service as broadcast by three Los Angeles stations and that 200 have anted up $21.75 more plus whatever admission charges have been entailed to receive the special subscription tv programs.

Opening Day

The Telemeter subscription system went into operation on Nov. 28, 1953, with a subscription telecast of the Notre Dame-U. of Southern California football game. The fee charged per set was $1. Seventy-one sets were equipped for subscription tv. An official Telemeter announcement said later that "97%" of the Telemetered sets were tuned to the game. While that figure may be open to slight question on arithmetical grounds (97% of 71 is 68.87), it is apparent that the audience was at near saturation for that program.

Except for two other professional football games, motion pictures have constituted the programming fare offered by the Telemeter service. Prices for the programs have ranged from a low of 25 cents for a pro football game between the Los Angeles Rams and Baltimore Colts last Dec. 5 to a high of $1.35 for the first-run movies, "Forever Female" last Nov. 28-29 and "Here Come the Girls" last Dec. 25-26.

For the 53 motion picture features which had been presented up to the middle of last March, the lowest price charged was 75 cents. The average was slightly more than $1.

Here are some examples of features and prices: "The Moon Is Blue" $1.10, "All the Brothers Were Valiant" $1.25, "Shane" $1.10, "High Noon" $1, "Stalag 17" $1.10, "Bandwagon" $1.10, "The Jackie Robinson Story" 75 cents, "Detective Story" 75 cents, "Peking Express" 80 cents, "Botany Bay" $1.10, "Girls of Pleasure Island" $1.10, "Mating Season" $1, "Fort Bravo" $1.25, "I, the Jury" $1.

According to an official Telemeter statement, about 85% of the Telemeter subscribers bought first-run pictures, "Here Come the Girls," "Forever Female," "Fort Bravo" and "All the Brothers Were Valiant" which all played simultaneously at the local Palm Springs theatre.

The percentage of Telemeter sales for pictures which had been shown earlier in Palm Springs theatres (some as early as six months before the Telemeter showings) has run between 50% and 60%, the company says.

In addition to the favorable tune-in levels of Palm Springs subscribers, Telemeter officials have been gratified with the technical performance of the system. Though difficulties were encountered early in the operation with the installation of scrambling devices, they have been overcome as technicians gained experience. Maintenance of the coin-box units has presented no significant problems, the officials say.

The Telemeters in use at Palm Springs have a coin slot which will accept nickels, dimes, quarters and half dollars; a price indicator which looks like a small cash-register window and which

(Continued on page 72)

"Not another tv station!"

"Nope. Same one."

"Same as what?"

"As the last time this art was used."

"How come the artist gets his name in the ad?"

"Big man—the Paul Rand of the trade press."

"How about the copy writer. Who he?"

"Name of Anon."

"Never heard of him."

"Pity."

"When do you get into the commercial?"

"I'm on vacation. Just remember this: WMT-TV is CBS for Eastern Iowa, which it covers more of than any other station; is the only tv outlet that provides primary service to Cedar Rapids and Waterloo; that the primary area contains 820,000 pop. with $1 billion inc. and well over 100,000 sets."

"You left out the national reps."

"Right. It's Katz—the Katz Agency."

—Anon.

You hear a lot of talk these days about how much money is being lost by new tv stations, particularly those in the uhf band. But the condition is not without precedent, as this summary of early television financial history shows.

Losing Money in Television Isn't New

by Earl B. Abrams

At the uhf hearings which the Senate Communications Subcommittee will conduct one of the principal arguments for uhf protection will be that station operators are facing protracted periods of financial loss. However valid that argument may be, it is pertinent to recall that vhf operators faced similar prospects back in the early days of tv. Last week B•T went to the record books to see how vhf fared when it was the pioneering service.

LOSSES—heavy losses—are not new in television. Certainly, for the first few years even the now vaunted vhf stations went deeply into the red.

Although tv began its first commercial stirrings in 1946 following the conclusion of World War II, it was not until 1948 that it coalesced into a separate element of broadcasting. This was recognized then by the FCC which, for the first time in its annual financial reports, gave tv a separate accounting—all of one table.

In 1948, the Commission reported that the television broadcast industry — which comprised four networks and 50 stations— showed a loss of $15 million overall. The 40 non-network-owned stations showed a loss of $8.5 million.

Television's losses mounted in 1949. According to that year's FCC financial report, networks and stations (98 all together) went into the red to the extent of $25.3 million. Losses for the 85 non-network-owned stations amounted to $13.3 million.

Only four stations, of the 98 which operated for the full 12 months of 1949, showed a profit. One station did not have data available.

In 1950 some of the red ink had turned to black. Although the total industry loss for 14 network-owned stations and 93 independently owned stations was $9.2 million, the latter showed an aggregate profit before federal taxes of $800,000. Fifty-three stations made a profit that year and 53 reported a loss (and one failed to supply data). The median income of the 53 profitable stations was $129,000; the median loss, $88,300.

Thirty stations reported losses between $1 and $100,000; 12, $100,000 and $200,000; six, $200,000 and $400,000, and five, over $400,000.

Based on reports of losses from 47 non-network-owned stations, 16 had done a gross business of up to $200,000; 16, from $200,000 to $400,000; seven, from $400,000 to $600,000; four, from $600,000 to $800,000; three, from $1 million to $1.5 million, and one, over $1.5 million.

In the one-station communities in 1950, 18 stations reported losses; in the two-station markets, 18 reported losses; in the three-station cities, six reported losses; in the four-station markets, two reported losses, and in the seven-station markets, nine reported losses.

By 1951 tv stations were by and large "in the black." Total income before federal taxes amounted to $41.6 million for 15 network-owned and 93 independent stations. The latter made a profit of $30.6 million before taxes.

In that year, 92 stations reported a profit, and 14 reported losses (and two did not furnish the required data).

Median income of the 92 stations reporting a profit was $330,000; the median losses for the 14 stations reporting losses were not computed because of the small number of stations involved.

Improvement in 1951

Changes occurring in 96 stations which operated for the full 12 months of 1950 and 1951 were as follows: Five stations reported increased losses; two, decreased income; one, losses in 1951 but profits in 1950; six, decreased losses; 33, profits in 1951 vs. losses in 1950, and 49, increased income.

Three stations reported losses of less than $100,000; four, between $100,000 and $200,000; three, between $200,000 and $400,000; two, between $400,000 and $800,000, and two, over $800,000.

Relationship between gross revenues and losses, indicated that three of the stations in the red grossed less than $250,000; two, between $250,000 and $500,000; one, between $500,000 and $750,000; one, between $1 million and $1.25 million; two, between $1.5 million and $2 million; three, between $2 million and $2.5 million, and two, between $2.5 million and $3 million.

Most of the 14 stations losing money in 1951 were in cities of over 2 million population. These totaled nine. Three such stations were in 500,000-1 million markets, one in the 250,000-500,000 class and one in the under 250,000 category.

In the 40 one-station markets, only one station reported a loss; in the 11 two-station markets, three; in the eight three-station cities, two, and in the two seven-station area, eight.

In 1952—the latest year for which official FCC data are available, the 122 stations on the air reported income before federal taxes of $55.5 million. Ninety-three non-network-owned stations, operating for the full year, made a profit of $45.8 million and 14 other non-network-owned stations, on the air for less than six months, reported a loss of $200,000.

The average profit before taxes for the 93 stations operating for the full year was $500,000.

Only 94 of the 108 stations which operated commercially for the full year reported a profit; 14 indicated a loss. The median profit of the 94 successful stations was $450,000. The median losses for the 14 stations which failed to make a profit were not computed due to the small number of stations involved.

Of 105 stations in operation for the full year in 1951 and 1952, three indicated an increased loss in 1952; nine indicated decreased income in 1952, four showed a loss in 1952 and income in 1951, five listed a decreased loss in 1952, five indicated income in 1952 and loss in 1951 and 79 listed increased income for 1952.

Five stations reported they lost more than $100,000; three, between $100,000 and $200,000; three, between $200,000 and $400,000 and three, over $800,000.

Relationship between gross revenues and the 14 stations which reported losses in 1952 showed that one took in less than $500,000; three, between $500,000 and $750,000; one, between $750,000 and $1 million; one, between $1.25 million and $1.5 million; one, between $1.5 million and $2 million; three, between $2 million and $2.5 million; three, between $2.5 million and $3 million, and one, over $3 million.

Surprisingly, no station in a city with a population below 250,000 was among the 14 stations reporting a loss. One was in a city with a population between 250,000 and 500,000; two, between 500,000 and one million; two, between one and two million; and nine, over two million.

In the 40 one-station communities in 1952, no station reported a loss; in the 11 two-station communities, one station reported a loss; in the eight three-station communities, two; in the two four-station communities, two; in the two seven-station communities, nine.

KDKA *rated first in 369 out of 496 radio quarter hours a week from 6 a.m. to midnight in newest fifteen county Pulse. Second in 98.*

All 10 top-rated evening radio shows are on **KDKA**.

All 10 top-rated daytime radio shows are on **KDKA**.

All 10 top-rated Saturday and Sunday radio shows are on **KDKA**.

In Allegheny County . . . in the fifteen-county Pittsburgh market . . . in the 108-county Pittsburgh trading area, more people listen to KDKA. To snap up current availabilities, contact me—

John Stille

Sales Manager, KDKA, Pittsburgh

W B C

WESTINGHOUSE BROADCASTING COMPANY, INC.

Eldon Campbell, General Sales Manager

WBZ-WBZA WBZ-TV KYW WPTZ KDKA WOWO KEX

Represented by Free & Peters, Inc.

PAY-AS-YOU-SEE IN PALM SPRINGS

(Continued from page 68)

displays the price of the program to be shown (as coins are inserted, the indicator subtracts the amount paid in and shows the balance due); a magnetic tape inside the box which records symbols indicating the show and price; and a coin box. The interior unit containing the tape and coin box is removed by the Telemeter servicemen who pick up collections and tapes. The tape recording provides Telemeter with a record of what shows the unit has paid for.

Later model Telemeters contain added features. They will store up credit. A subscriber may, if he wishes, deposit as much as $5 in the machine. Ensuing programs will be charged against the deposit until it is used up. The same mechanism has a change-making feature. If a subscriber does not have proper change for, say, an 85 cent show, he can put in $1 and have 15 cents credit left over for the next performance.

Another feature is the "answer button." By pushing it a subscriber may register a "yes" or "no" answer, recorded by symbol on the magnetic tape. Telemeter officials regard it as of promising utility in obtaining reaction to given questions or proposals.

Research is continuing at the International Telemeter Corp. plant in west Los Angeles. The company has already invested a reported $3 million in the development of its pay-as-you-see system and in what is turning out to be its main business—for the time being at least—construction of community television systems.

A big part of the money has come from Paramount Pictures, which is the majority stockholder in Telemeter. Although no official breakdown of stock interests in the company is available, it is known that Paramount owns more than 57%. Other stockholders are Carl Leserman, Telemeter executive vice president, whose known holdings are more than 20%; the New York banking firm of Lehman Bros., 5%, and Paul McNamara, Telemeter vice president in charge of public relations and promotion, 1%. The other 17% of the stock was split last December between Mr. Leserman and Paramount, but how much of it went to each is not known.

Mr. Leserman is a former movie distributor and producer. As such he developed vast respect for the box-office which collects cash from the audience in advance of the performance.

Several years ago he became convinced that if tv were to offer big programs on an economically sound basis, it must also have a box-office—added to advertising revenue.

"I decided," he said recently, "that the tv box-office must have four fundamentals. It must collect cash in advance of the show. It must be able to collect variable prices. It must give adequate identification of the program to be charged for. It must have convenience."

It is Mr. Leserman's not surprising belief that the Telemeter system contains all four fundamentals. The scrambling device will not unscramble until the proper deposit of money has been made. The coin-box will accept any price which is divisible by five. The system provides identification of upcoming subscription programs by a voice transmission by what Telemeter calls a "barker." In advance of the show the barker announces at regular intervals what the feature will be, what time it will be presented and how much it will cost. During the first showing of a feature (there are two shows each evening in Palm Springs) the barker continues to announce what is playing and how much it costs. When subscribers put their admissions in the slot, the barker circuit is automatically cut out and the Telemeter sound and video circuits cut in to present the program. As to convenience, the fourth fundamental of Mr. Leserman, he thinks Telemeter has rival subscription systems licked. All anyone needs to do is to put the proper change in the slot, and when the newer instruments which make change are put in use, he won't even have to meet that restriction.

The technical problems of Telemeter seem to be under control. Economic problems, however, are not entirely settled. Though the Telemeter company does not say how much it has spent to put subscription tv in Palm Springs (it has around $750,000 invested in that plus the community tv system), Telemeter in Palm Springs so far represents a loss operation.

The losses, however, can be charged to experimental work. The question is: How would Telemeter fare economically if it were installed for profit in another and more representative community?

So far Telemeter has no definitive estimates of what it would cost to install and program its subscription system if on-the-air subscription tv were authorized. Unofficially, company executives say they think that a closed-circuit Telemeter system (like that at Palm Springs) could be installed in a city of reasonable size and reasonable population density for about $100 per unit, including wire.

Maintenance of the units would not represent a serious problem of overhead, according to Telemeter. The new coin devices will store up to $60, meaning that collections would need to be made about once in two months at the most often. Hence a comparatively small staff of men would be needed to make collection-maintenance calls.

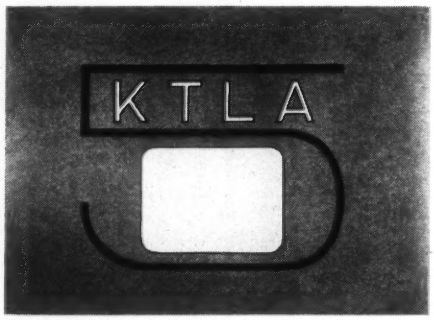
Whatever the economic uncertainties of Telemeter, company officials make no effort to restrain their enthusiastic predictions of what Telemeter can do for tv and for the entertainment business. Professional researchers might be reluctant to project the Palm Springs experiences to make sense for the rest of the country, but Telemeter executives have exhibited little reticence in that regard.

After the opening Telemeter presentation last November, Mr. Leserman was quoted in an official statement as saying:

"The near sell-out of the Notre Dame-U. S. C. game via Telemeter in Palm Springs indicates conservatively that such a game on a national basis with Telemeter could easily gross $10,000,000 on a Saturday afternoon."

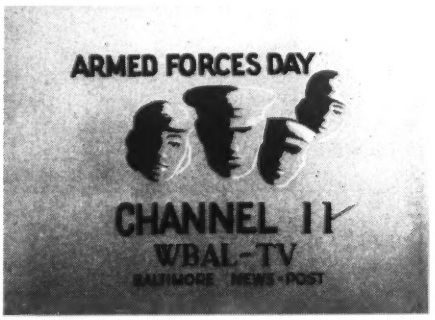
To accept that prediction is also to accept the premise that what people do in the holiday atmosphere of one of America's more luxurious resorts is what people everywhere are doing.

STATION ID'S



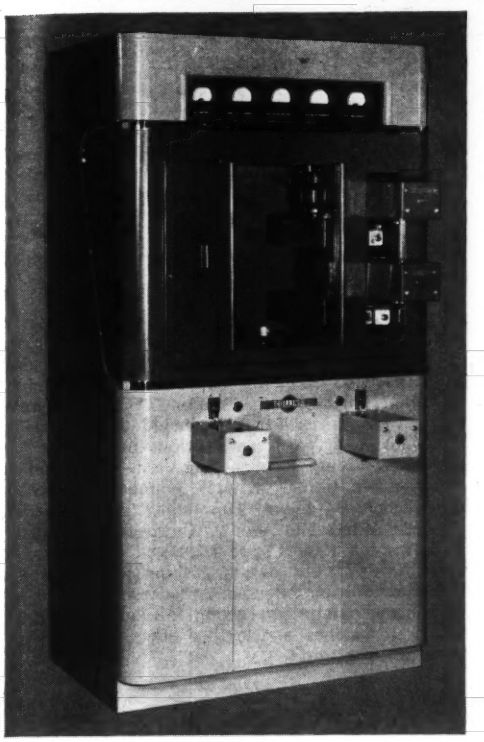
THIS standard ID is shown on KTLA (TV) Los Angeles to announce a program to be telecast through cooperation with the network or a community-wide effort in which all tv outlets participate. Data is lettered in the white screen.

GENERAL information slides such as this one are used frequently by KTLA during station break time. Most IDs at the station promote the call letters, channel number and Paramount Television Productions, KTLA licensee.



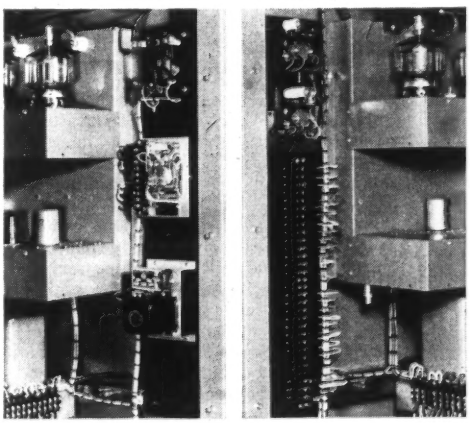
VARIETY of functions are performed by IDs used by WBAL-TV Baltimore. Public service slides such as the one above emphasizing Armed Forces Day are shown regularly.

THE type station break in the above picture is devoted to station promotion. Only call letters, WBAL's dial position and station licensee appear in such IDs.



Collins 20V Transmitter showing installation of Remote Control Equipment

Control Unit installed in studio allows complete remote control of transmitter.



Closeup of Remote Control connections in the Collins 20V

Reduce Operating Costs

with a COLLINS REMOTE CONTROL SYSTEM

Collins Remote System can save established stations the expense of two sets of technicians. You can use the operators normally required at the transmitter to better advantage at the studios.

And new stations, with Collins Remote Systems on order, can locate transmitters where real estate costs are low and leave studios and offices "downtown" for convenience and efficiency.

A Collins Remote Control System has paid for itself in as little as ten weeks with these savings.

This is another example of Collins complete service to broadcasters. We're in business to serve you. And at Collins that means providing all the equipment a broadcaster needs—from microphone to antenna beacon. Whether you're enlarging your operation, replacing outmoded equipment, or building a new station, when you think of broadcast and speech equipment, call your Collins representative. That one call is all you need to fulfill your every requirement. It's the most efficient way of doing business, and with Collins you're confident of quality.

Contact the Collins representative at the office nearest you —

11 W. 42nd Street, NEW YORK 36
Dogwood Road, Fountain City, KNOXVILLE
1930 Hi-Line Drive, DALLAS 2
2700 W. Olive Ave., BURBANK
855 - 35th St., CEDAR RAPIDS
COLLINS
RADIO COMPANY OF CANADA, LTD.,
74 Sparks Street, Ottawa, Ont.

COLLINS RADIO COMPANY CEDAR RAPIDS, IOWA

COLLINS

TORNADO LOOKOUTS

TORNADO lookouts from the *Lansing State Journal* were posted atop the Michigan National Tower Bldg., locale of the WILS-TV Lansing transmitter and antenna, when tornado alerts were sounded in that city. Although no storm materialized, the *State Journal* got a story and pictures of the event and WILS-TV, some promotion. Dick Frazier, *State Journal* staff writer reported that he could see about 20 miles in every direction and that winds must have approached 60 miles an hour on the structure, which is 387 ft. above street level. Mr. Frazier added that after three or four hours with the wind whistling through the super-structure, the lookouts had just about enough.

WKST-TV BIRTHDAY CELEBRATION

WKST-TV New Castle, Pa., which celebrated its first birthday the week of April 19 was joined by many local merchants who helped to mark the celebration with special tv displays in their windows. Invitations to representatives of the radio-tv industry were extended for entertainment, refreshments and a tour of WKST-TV's new studios, from which that station was to commence local live telecasts on April 26.

'THE PASSING SCENE'

THE TRAVELERS Insurance Companies, Hartford, Conn., have published a booklet titled "The Passing Scene," which is the 20th in an annual series of traffic accident data booklets. Fourteen leading cartoonists have contributed satiric examples of their work to illustrate man's follies and shortcomings in the deadly serious matter of traffic safety. Accident statistics, collected from every state in the U. S., are analyzed for the booklet by Travelers' statisticians.

KNODEL RADIO PROMOTION

AVERY-KNODEL INC., N. Y., station representatives, has distributed to national advertisers a promotion piece which stresses that "repetition . . . repetition . . . repetition builds reputation!" Copy goes on to make the point that "only radio is priced right to give advertisers sufficient frequency to get continuous impact."

WABD (TV) SHOW PROMOTION

DuMONT'S WABD (TV) New York, backed the start of its new *Ernie Kovacs Show* (Mon.-Fri., 11:15 p.m. - 12:15 a.m.) with a heavy promotional and advertising campaign. Shortly before the show's premiere, teaser cards were mailed four times daily to 800 New York advertising agency executives, and personalized telegrams were sent later to a smaller group of key agency timebuyers. The station estimates it spent almost $20,000 in newspaper and fan magazine advertising, plus a saturation schedule of on-the-air promotion.

KGVO-TV FILE FOLDER

KGVO-TV Missoula, Mont., scheduled to go on the air July 1, is sending to agencies and advertisers a file folder covering the Western Montana trading area, and providing essential information about the ch. 13 outlet. Boasting a $4,444 average effective buying income per family and total retail sales for the area of $133.9 million, the folder points out that KGVO-TV, with "the highest tv antenna in the Northwest U. S. and greatest power in Montana, is the only tv station covering this rich Western Montana market." The folder lists market data, rates, facilities, personnel and contains a coverage map for the prospective tv station.

SHOWN is part of crowd of 10,000 which jammed Dallas' Adolphus-Baker Hotel corner April 17 in response to a money-giveaway promotion of KLIF there. The station ran five announcements per day during week. The crowd began gathering at 3 p.m., and at 5 p.m. had snarled traffic and jammed the corner, requiring 27 police cars to converge on the intersection to maintain order. Highspot was the dropping of 250 balloons, each with a $1 bill and a toy rabbit, from the roof of the Adolphus Hotel.

GOVERNMENT GRIPES AIRED

THE GRIPES and groans, opinions and suggestions of government employees will make up the format of *Government Employee News Round-up* half-hour series to go on the air over WEAM Arlington, Va., beginning Saturday, May 24. Interviews with those who know the problems of government workers will be conducted and all listeners are invited to send in suggestions and questions for the program. Suggestions to be mailed to Mr. Connor, 401 S. Capitol St., Washington, D. C.

WOMAN'S FINANCIAL FORUM

HELPFUL, authoritative information on family financial affairs, aimed at the feminine audience, was featured on two special half-hour KTTV (TV) Hollywood *Woman's Financial Forum* programs April 22 and 29. Sponsored by Citizen's National Bank, Los Angeles, authorities on the program discussed such questions as wills, inheritance taxes, joint tenancy property and other problems concerning family security.

OPERA THEATRE TELECASTS

IN ORDER to give "a nation-wide Theatre Network Television audience as varied and interesting a program as possible," the Metropolitan Opera Assn. announced that the opening night performance of the opera on Nov. 8 will be "a gala performance of great scenes from favorite operas." Rudolph Bing, general manager of the Metropolitan, said the opening night will present many of the leading artists of the Metropolitan in scenes from "Pagliacci," "La Boheme," "Barber of Seville," and "Aida." Early this year the Association announced it had signed a three-year contract with Theatre Network Television Inc. to telecast its opening nights to a nation-wide chain of theatres, beginning with the 1954-55 season [B•T, Feb. 1].

FISHING NEWS PROGRAM

A FOUR-times daily *Fishing Report* is being carried as a public service by WSIV Pekin, Ill., according to that station. "Fishing Report" questionnaires were distributed to sportsmen's clubs, boat yards and various favorite fishing spots, asking such questions as: What kind of fish are biting? Where? Number of catches (date)? By whom? How many? When caught? and What bait used? Those filling out the "Fishing Report" are requested to forward it to WSIV. The station's fishing editor compiles the information and broadcasts it Monday through Saturday, giving fishermen credit for their catches and letting others know where they're biting.

WVET-TV ROCHESTER 'FIRST'

WVET-TV Rochester, N. Y., reports that for the first time in Rochester television, regularly scheduled baseball will be carried Saturday afternoons when that ch. 10 station picks up the ABC-TV major league "Game of the Week." The station claims that previously, baseball has been carried in Rochester, but not on a regular schedule, nor as extensively. The major league game will be blacked out when an International League game is being played in Rochester, and to help season ticket and open-

WRUL Expanding

EXPANSION of services has been announced for World Wide Broadcasting System Inc., and its shortwave international commercial station, WRUL, with studios in New York and transmitter in Scituate, Mass.

Walter S. Lemmon, president of the independent, privately-owned broadcasting service, said WRUL's public service programs have increased and the station is producing "real business for its sponsors on its international commercial broadcasts." Some of the public service broadcasts last month: WRUL's Columbia U. series; a "good will" broadcast in Japanese shortwaved to Japan, featuring American and Japanese public figures; an international broadcast by Dr. Charles H. Malik, ambassador to the U. S. from Lebanon and head of the Lebanese delegation to the UN; a broadcast last Good Friday by Dr. Harry Emerson Fosdick, Baptist clergyman, to 58 nations; interviews at the recent Caracas Conference, and Pan American Day broadcasts.

On May 7 WRUL, with the cooperation of WGAR Cleveland, will broadcast Cleveland's World Trade Day to Iron Curtain and all south of the border countries. Mr. Lemmon will be feature dinner speaker and will discuss "International Broadcasting Opens New Horizons."

UHF *and PROUD OF IT!*

THRIF-T-WISE FOOD STORES

SIGNS

EXCLUSIVE PLAY-BY-PLAY

TELECAST

OKLAHOMA CITY INDIANS
25 BASEBALL GAMES

Left to right: Ray Moreland, merchandising manager; Mike Robinowitz, president, Thrift-T-Wise Food chain, and John Esau, president KTVQ.

JOIN THE SMART BUYERS WHO BUY RESULTS!

KTVQ Channel 25

OKLAHOMA CITY

H-R REPRESENTATIVE—

John Esau
PRESIDENT

ing game sales, a number of spots were given to the Rochester Red Wings (International League) which resulted in higher than expected advance sales.

COLLEGE PREPARATORY PROGRAM

COLLEGE-minded high school students and parents who are formulating additional educational plans for their children, will be the beneficiaries of a series of six half-hour pre-college counseling programs over WSYR-TV Syracuse. *So You Want to Go to College* is a panel-discussion type program featuring well-known educators who will be questioned by a volunteer studio audience. Separate programs will cover, (1) What is college? (2) Who should go to college? (3) How to finance a college education; (4) How to select and apply; (5) What about the draft? and (6) How parents can help prepare students for college.

KTHE (TV) Panel Discussion

INITIATED by the National Board of Review of Motion Pictures, the first program in a new panel discussion series titled *Families Are First* was inaugurated on educational KTHE (TV) Los Angeles [B•T, April 26] with Cobina Wright, speaking for National Board of Review of Motion Pictures' *Films in Review;* George Pal, Paramount Pictures' producer; Edith Hagelin, PTA motion picture chairman; Carl Nater, Walt Disney Productions, and Florence Thalheimer, KTHE program director. Mrs. Wright declared that educational tv must be given every chance to mature, and emphasized that all standards for children's educational tv must be re-examined by qualified groups. Mr. Pal maintained violence of a sort is not dangerous because children should experience such things in facing life realistically, and Mr. Nater pointed out that many fairy tales contain violence if considered in that light. The conclusion reached by the panel was that film development should encompass educational as well as artistic aims, together with an entertainment aim.

FLOWER HOLDER PROMOTION

A PROMOTION message with an attached flower holder and the slogan "To Make Sales Buds Flower into Bloom, Hire WIBW," is being sent by WIBW Topeka, Kan., to advertisers and agencies. The copy stresses that WIBW knows how to make the "fertile Kansas market . . . produce," pointing out that Kansas folks on farms, in villages and small towns depend on WIBW for "'round-the-clock radio listening—for entertainment, information and *sound* buying advice they know they can trust." The copy goes on to say that when WIBW speaks for a product, "Kansans buy and *keep on* buying."

CHANNEL SWITCH BROCHURE

TO PROMOTE its April 25 switch from ch. 4 to ch. 3 [B•T, April 19], WNBK (TV) Cleveland sent a blue folder-type brochure to advertisers and agencies, titled "The Story of Channel 3." The brochure was made up from a combination of station news releases and included a picture of its new million-dollar transmitter and 905 ft. tower. The news releases contained information about the station's new facilities, new coverage expectations plus facts relating to planned colorcasts, which it is now equipped to handle. The brochure emphasizes that "more people see television better on WNBK Channel 3."

Los Angeles Ad Women Award 'Lulus' for 1953

FOURTEEN "Lulus," advertising awards, went to 13 women April 25 at the Frances Holmes Achievement Awards luncheon sponsored by Los Angeles Advertising Women Inc. at the Ambassador Hotel. Joan Caulfield, star of CBS-TV's *My Favorite Husband*, presented the golden statuettes "for notable achievement in advertising" during the past year.

Among winners were Betty King, copywriter-production manager, Brooks Adv. Agency, Hollywood, who received the only tv spot commercial award for developing a new, low-cost method of cartoon animation through use of cutouts; Alicia Kay Smith, advertising manager, Rose Marie Reid Co., Los Angeles (swim suits), overall achievement award plus a second award in the publicity-promotion category covering all media; Fran Harris, Harris-Tuchman Productions, Hollywood, first award in commercial films for *Glamour on Ice*, half-hour promotion shot for Shipstad & Johnson Ice Follies. The sales promotion-merchandising "Lulu" went to Shirley McWilliams, sales promotion manager, Rose Marie Reid Co.

In Recognition . . .

WLYC Williamsport, Pa., received a certificate of appreciation from U. S. Marine Corps for maintaining and furthering the interest and activities of the Marine Corps. W. Richard Carlson, vice president-general manager WLYC, accepted the citation.

Dr. Mervin J. Kelly, president, Bell Telephone Labs., received Industrial Research Institute's 1954 medal presented annually "to recognize and honor outstanding accomplishment in leadership or in management of industrial research which contributes broadly to the development of industry or the public welfare."

Richfield Oil Corp., L. A., which sponsors the weekly half-hour KTTV (TV) Hollywood *Success Story*, received special award of merit from Merchants & Mfrs. Assn. for originating and sponsoring "an outstanding contribution to the improvement of understanding of our economic system."

WATR Waterbury, Conn., received a certificate of merit from Mayor Raymond E. Snyder, in connection with that station's 20th anniversary, for ". . . enriching the daily life of our people by factual reporting and analysis of news and programs of education, entertainment and information . . ." The week of June 13 has been set aside as *WATR Week*.

William L. Lloyd, retiring state G.O.P. chairman, was presented a citation for meritorious service by Gov. Dan Thornton on *Channel 5 Forum* program on KCSJ-TV Pueblo, Colo. Mr. Lloyd is retiring after 12 years as G.O.P. head.

Sylvania Electric Products Inc., N. Y., awarded annual "NATESA Friends of Service Management" plaque. The award is presented by the National Alliance of Television and Electronics Service Assns., to that company, which in the judgement of NATESA, rendered service beyond normal functions during the year.

VFW Cites KTNT-TV

KTNT-TV Tacoma, for its activity in publicizing the Washington State Veterans of Foreign Wars Talent Contest, has been awarded a plaque by the state VFW. The station handled the western Washington portion of the contest during its preliminary stages and the state finals, during which Miss Barbara Hancock of the Western Washington College of Education was chosen winner. KTNT-TV then arranged for Miss Hancock to go to Hollywood to make a guest appearance on the CBS-TV *Bob Crosby Show*, according to Len Higgins, KTNT-TV general manager.

NEWEST addition to the newsroom trophy case at WMT Cedar Rapids is the Northwest Radio-Television News Assn.'s 1953 Award for News and Community Service. Members of WMT's staff are (l to r): seated, Cole McMartin, Dick Finn, Bob Bruner and Bill Roberts; standing, Dick Cheverton, news director, and Bob Johnson. The Northwest Assn. includes 65 stations in a five-state area.

first choice again!

FIRST CHOICE AGAIN!

President of WJBF-TV, Augusta, Ga., reports, "The GPL Camera is superior to any other TV camera on the market."

"The remote control feature impressed us, especially as it makes possible the practical use of two cameras with only one cameraman, the second camera being controlled from the control room.

"The workmanship in the GPL cameras is superior to that of any TV camera on the market. Maintenance and testing are extremely simple, as every part of the camera is easy to get to," reports J. B. Fuqua.

GPL

FIRST CHOICE AGAIN!

Mgr. of WROM-TV, Rome, Ga., operates 5 live half hours "back to back" on one staging area with GPL equipment!

"I don't know how we could have begun operations as smoothly as we did with any other video equipment," writes Ed McKay, "especially in view of the fact that for the first three months, WROM-TV operated with as many as five live half hour shows back to back on ONE staging area using only the GPL Dual Chain, and picking up all film with one of the cameras from an intermediate screen,to boot!"

FIRST CHOICE AGAIN!

Managing Director, WFBG-TV, Altoona, Pa., says, "Never lost a show due to the failure of any GPL camera in our studios!"

"I asked our chief engineer, George Burgoon, to comment on GPL," writes Jack Snyder, "and he said, 'We do not service on a routine basis, but only when necessary, and, believe me when I tell you that if every bit of equipment we use worked as well and as consistently as GPL, I would be a very happy man. We have never lost a show due to the failure of any GPL camera.'"

FIRST CHOICE AGAIN!

Chief TV Facilities Engineer of Empire Coil Co., owners of KPTV, Portland, Ore., says, "I can vouch for GPL dependability!"

"Our experience with GPL cameras," writes Thomas B. Friedman, "has been that they are very dependable, require little maintenance, and are easily operated even by inexperienced cameraman. One feature we particularly like is the remote iris control, which permits the video control operator to adjust readily the lens opening for the optimum picture."

FIRST CHOICE AGAIN!

Production Staff of KOB-TV, Albuquerque, N. M., calls GPL a "Cameraman's Camera" . . . fine picture quality day after day.

"The production staff here," writes George S. Johnson,"says the GPL is a cameraman's camera. They like the consistently good picture quality we obtain day after day. We believe this consistent operation is due to the carefully designed controls, enabling the video operator to get finer adjustments, hence better quality."

Write, wire or phone for information on complete television station equipment

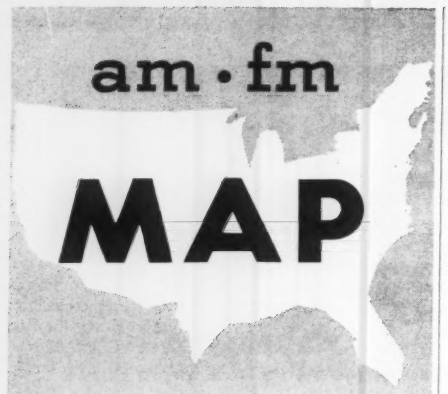
General Precision Laboratory

INCORPORATED

PLEASANTVILLE NEW YORK

GPL

Regional Offices: Chicago • Atlanta • Dallas • Glendale, California



Designed especially for productive sales planning, this 22½" x 35" map shows every am and fm station in the United States, possessions and Canada by city, county, state, territory and province. Time zones are marked; congested markets enlarged.

You'll use this outline map throughout the year for presentations . . . visualizing markets . . . charting sales territories, costs and volume. It's printed on 80 lb. durable white stock and takes ink or color like your letterhead.

Single copies, suitable for framing, $1.00.

Quantity prices:

5	copies	$ 4.50
10	"	8.50
25	"	20.00
50	"	37.50
100	"	70.00

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Washington 6, D. C.

Please send ..... map(s) to the undersigned. I enclose $ .....

KQED (TV) Telecasts Preview of Programs

THE nation's fifth educational television station, KQED (TV) San Francisco, owned by the Bay Area Educational Television Assn., took the air last Friday night with a half-hour "peek preview" of the type programming the station will regularly feature when it goes on full time basis shortly. This "peek preview" is part of an on-the-air campaign to raise $10 charter memberships.

James Day, station manager, in announcing the programming, said "our aim is to introduce a few of the outstanding personalities who will be part of the daily diet when KQED starts full time programming." The ch. 9 outlet has been on the air with test patterns for the past three weeks using this test period for the purpose of making a plea for operating capital.

Station is using a converted ch. 5 transmitter formerly owned by KPIX (TV) there, Associated Broadcasters Inc. For KQED's "peek preview," KPIX will supply use of its own studio facilities, crews and equipment to get the station started. Installation of KQED's equipment, recently purchased with funds supplied by the Ford Foundation, is not expected to be completed for several more weeks.

Northwestern U. Plans Closed Circuit Tv System

NORTHWESTERN U., Evanston, Ill., has announced plans for a closed circuit tv system to be used for student television training in two completely equipped studios by year's end.

Engineers will install cameras, film projector and accessories in a studio in Kresge Centennial Hall, now being constructed on the Evanston campus, according to Dr. J. Roscoe Miller, Northwestern U. president.

Networks and local stations will utilize the studio for coverage of the World Council of Churches' second assembly Aug. 15-31. Northwestern will use it for the summer tv news institute of the Medill School of Journalism and for its speech school's video institute from June 15 to July 31.

Second studio installation will be set up in Fisk Hall sometime this fall. Until construction is completed, speech and journalism students will use the first studio.

Dr. Miller stated that "with the installation of this closed circuit system Northwestern is taking another major step in its expanding program of practical tv education." Specialized training will be geared to a balanced liberal arts program, he added.

Better Broadcasts Group Holds First Convention

FIRST convention of the nine-month-old American Council for Better Broadcasts met in Columbus following the Ohio State U. Institute.

The council is described as the first attempt made to organize nationally all listeners' and viewers' organizations and interested laymen. Belonging to it are such groups as the American Assn. of University Women, American Legion Auxiliary, and the National Council of Teachers of English. Broadcasters and professionals are barred from membership.

Officers of the new organization are: Dr. Leslie Spence, Madison, Wis., president; Mrs. James Ripley, San Francisco, first vice president; Mrs. Randall C. Hill, Manhattan, Kan., second vice president; Dr. Frederick C. Gruber, U. of Pennsylvania, recording secretary; Dr. D. Glenn Starlin, U. of Oregon, corresponding secretary, and Dr. Charles C. Williamson, Greenwich, Conn., treasurer.

'Richard' to Schools

NBC Film Division has announced that the two-hour production of Shakespeare's "King Richard II," presented over NBC-TV Jan. 24, will be made available without charge, via kinescope recordings, to U. S. schools and colleges. The project to make the production available for classroom study is said to have been conceived by Maurice Evans, star of the show; NBC, and Hall Bros. (Hallmark Cards), the sponsor, which financed the processing and distribution of 16-mm kinescope prints in three 40-minute segments. NBC officials arranged for clearance with all personnel associated with the program. This was said to be the first time a major "live" tv production has been cleared for widespread distribution in kinescope form to schools.

Ottaway, Syracuse U. Start Apprentice Plan

AN APPRENTICESHIP program for juniors in the Syracuse U. School of Journalism under which the students would be trained in newspaper and radio business operations is being established by Ottaway Newspapers-Radio Inc., James H. Ottaway, president of the newspapers-broadcasting firm, has announced.

A minimum of three apprentices, two for newspaper and one for radio, will work from June 14 to Sept. 10 for the Ottaway newspapers and radio stations, with the plan to be continued in future years and students who successfully complete the program to be offered permanent jobs with the firm after graduation.

Ottaway Newspapers-Radio Inc. properties include: Plattsburg (N. Y.) *Republican*, Oneonta (N. Y.) *Star* (WDOS), Endicott (N. Y.) *Bulletin* (WENE) and Stroudsburg (Pa.) *Record* (WVPO).

Kickoff for Educ. Center

TO INAUGURATE regular program service by the Educational Television & Radio Center, Ann Arbor, Mich., the nation's six noncommercial educational tv stations are to telecast a special one-hour preview program on the evening of May 16. Titled *Vision*, the show will be aired on KUHT (TV) Houston, KTHE (TV) Los Angeles, WKAR-TV East Lansing, Mich., WQED (TV) Pittsburgh, WHA-TV Madison, Wis., and KQED (TV) San Francisco. The Center was established by the Fund for Adult Education of the Ford Foundation to serve as clearing house for film and kinescope programs of noncommercial stations.

Ohio Tv Workshop

FIRST television workshop on "Education by Television" was held by the Council of National Organizations of the Adult Education Assn. in Toledo April 19-24 in cooperation with Willys-Motors Electronic Division and the Greater Toledo Educational Television Foundation. The workshop, which was attended by representatives of 19 national service organizations, was planned by a committee consisting of George Fern, National Assn. of Mfrs.; Samuel Freeman, National Jewish Welfare Board; Gregor Ziemer, American Foundation for the Blind; Irvine Millgate, Boy Scouts of America; Genevieve Harkin, National Tuberculosis Assn., and Louis Radalet, National Conference of Christians and Jews.

— PERSONNEL RELATIONS —

L. A. AFM ATTEMPTS TO LIMIT PETRILLO

DELEGATES from Los Angeles Local 47 attending the AFL American Federation of Musicians convention at Milwaukee, starting June 7, have been instructed to present and support a resolution curbing the powers of national president, James C. Petrillo. Support from Philadelphia and New York locals is expected.

The resolution, similar to ones presented and defeated twice before, was passed by a 263 to 202 vote at a general membership meeting. It would remove the authority of the national president to change or amend the constitution and bylaws of locals in the federation.

Los Angeles local president, John teGroen, said the provision was "adopted some 30 years ago, long before Petrillo ever became president."

Open rebellion, from time to time, has flaired in Local 47's ranks over Mr. Petrillo's handling of union affairs, especially the Performance Trust Fund to which recording companies and tv film producers-packagers must contribute. Believing it would create more work, musicians have advocated a new flat rate royalty formula covering background music on dramatic and other filmed video shows to replace the present AFM 5% levy which goes to the PTF.

Whether this will become an issue during the national convention was questionable inasmuch as a resolution which called for contracts being negotiated by Mr. Petrillo in radio, tv and motion pictures be approved by locals first before becoming effective, was voted down at the Los Angeles general meeting.

Besides Mr. teGroen, delegates from Local 47 to the convention will be Vice President Phil Fischer and Recording Secretary Maury Paul.

Western RWG Adopts Two Corporate Setups

WESTERN Region Council of the Radio Writers Guild by a seven-vote margin adopted the reorganization proposal of two corporate setups for eastern and western groups, similar to that suggested by Screen Writers Guild and Authors League of America. RWG Western Region membership, via referendum, cast 64 votes for the plan, as compared to 57 for the one corporate group advocated by RWG Council and six for the Television Writers of America's proposal of one overall broadcasting writers union.

Plans to request RWG in the east and midwest to have similar referendums on the reorganization plans were revealed by Gomer Cool, Western Region RWG vice president.

Chance for Settlement Seen In WOR, Musicians Strike

PROSPECTS of a settlement in the nine-week-old labor dispute between WOR-AM-TV New York and Local 802, American Federation of Musicians, brightened last week following the offer by the stations to make $200,000 a year available to the local for employment of musicians there.

A source close to the local said the proposal is still under consideration although the board is represented as "disappointed," because that sum would accommodate about 25 musicians, based on the current scale of $182.50 per week. At the time the old contract was terminated on Feb. 28, WOR-AM-TV had employed 40 staff musicians. It was reported that the local would hold the offer in abeyance until next week when the appellate division of the New York

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You pick choice spots on WAPI and pay only the card rate. The station makes all arrangements with A & P.

Get the details from

CBS Radio Spot Sales

WAPI leads in 394 out of 504 Quarter-hours a week—PULSE January-February

State Supreme Court was expected to hand down a ruling on an appeal by the stations against a lower court decision authorizing picketing.

No progress was reported on the strike by the local against WINS New York, which began on March 31. The central issue in both disputes was the demand by the local that the stations maintain a staff of musicians, while the stations have insisted upon the right to hire musicians on a "per program," or "as needed," basis.

NARTB Asks NLRB to Rule On AFM-AFTRA Dispute

NARTB filed a motion Thursday with National Labor Relations Board asking the board to rule on the jurisdictional dispute of AFM and AFTRA over performers who play instruments and also sing or talk.

While not taking a position in the matter, NARTB supported the ABC network motion urging board action.

"This issue is of a major importance to radio and tv networks and also to the many radio and tv stations in the United States," Charles H. Tower, NARTB acting labor relations manager, wrote in the appeal to NLRB. "Moreover it is an issue which has been causing confusion and uncertainty in collective bargaining relations in the broadcasting industry for more than a year. The two unions principally involved—AFM and AFTRA—both of whom have many collective bargaining contracts in the broadcasting industry, have apparently been unable to find a solution between themselves. A decision resolving the issue as it is presented in this particular case would undoubtedly have a salutary effect in bringing about a resolution of the problem on a nationwide basis."

IATSE Cartoonists Local Asks 20% Over Offer

IATSE Screen Cartoonists Local 839, in addition to a 5% salary increase offered by members of the Cartoon Film Producers Assn., in current negotiations for a new working agreement, is demanding wage adjustments of 20% in keeping with other crafts in the motion picture and television industries.

The producers' offer includes adjustments ranging from 57 cents to $1.67 per week for persons employed from three to five years, according to union representative Don Hillary. CFPA members include United Productions of America, Walt Disney studios, Warner Bros., M-G-M and Walter Lantz Productions.

LAMB HIGH BIDDER FOR WSUN-AM-TV

Lamb Enterprises offers $2.3 million for a 20 year lease on the St. Petersburg facilities. Ted Mack's terms are second high, with Rahall's lowest bid disqualified.

LAMB Enterprises Inc., owned by broadcaster-publisher Edward Lamb, outbid Ted Mack's Original Amateur Hour Inc. last Wednesday for proposed long-term lease of WSUN-AM-TV St. Petersburg, Fla., but disposition of the city-owned stations to one or the other, or neither, must await a city council meeting this Thursday.

A third, lower bid by broadcaster Ferris E. Rahall was disqualified, according to a report by City Manager Ross E. Windom. Bids were opened 11 a.m. April 28.

Mr. Lamb bid $2,265,000 for a 20-year lease with renewal option while the Mack group bid $1,154,500 for a 25-year lease, also with renewal option. Mr. Rahall failed to submit a $50,000 bond and thus disqualified his bid which offered $790,000 for the lease.

Intent of the city to dispose of the properties was disclosed several weeks ago with public solicitation for bids to culminate the community's more than two decades of radio operation [B•T, April 12]. WSUN-TV, airing all four tv networks on ch. 38, is the only tv there, but FCC has two initial decisions outstanding which recommend vhf grants to WDAE Tampa for ch. 13 and WFLA Tampa for ch. 8. Final decisions are pending in these cases.

WSUN was founded by the city in 1928. It operates on 620 kc with 5 kw fulltime, directional night, and is an ABC outlet. Nelson Poynter, president of WSTP there, assigned 5 kw on 1380 kc, directional night, some years ago publicly stated he would seek the 620 kc assignment should the city ever move to dispose of WSUN.

Ted Mack and his NBC-TV *Original Amateur Hour* associates had indicated an interest in acquiring the WSUN properties last fall [B•T, Oct. 12, 1953]. Mr. Mack submitted his group's bid in person Wednesday morning. Mr. Rahall also was present while Mr. Lamb was represented by Carl Hallberg, manager of WHOO Orlando, a Lamb property.

Mr. Rahall is president of WFEA Manchester, N. H., and co-owner of WKAP-AM-TV Allentown and WNAR Norristown, Pa., and WWNR Beckley, W. Va. The Lamb stations, aside from WHOO, include WTOD Toledo, and WICU (TV) and WIKK Erie, Pa. He also holds permit for ch. 23 WMAC-TV Massillon, Ohio, and has purchased ch. 47 WTVQ (TV) Pittsburgh, subject to FCC approval.

The WICU license renewal application is slated for hearing before FCC on issues involving charges that Mr. Lamb misrepresented alleged communist associations. Mr. Lamb categorically has denied any Red ties in a reply filed with FCC by former U. S. Attorney General J. Howard McGrath, counsel to Mr. Lamb in the WSUN bid and executive vice president of Lamb Enterprises [B•T, April 12].

The Lamb bid for WSUN-AM-TV specified monthly payment of $7,650 for 20 years, totaling $1,836,000, plus assumption of outstanding bonds totaling $390,000. He submitted an alternate bid for $476,000 cash plus assumption of the bonds.

Mr. Mack indicated that some of the *Original Amateur Hour* shows would originate at WSUN-TV should his group acquire the lease.

WCBS-TV RAISING RATES ON MAY 15

INCREASE in WCBS-TV New York's basic Class A hour rate from $4,800 to $6,000 on May 15, when the WCBS-TV Rate Card No. 14 becomes effective, was announced last week by Craig Lawrence, general manager of the station.

Mr. Lawrence said most other rates will show similar advances in the new card, with Class A group 20-second station break announcements increasing from $1,075 to $1,500. Current advertisers, he added, will be protected for six months under Rate Card No. 13 on schedules which are under contract as of May 14 and which are continued without interruption.

Mr. Lawrence explained that the new rates were determined after a study of several factors, including "continued increase in New York television set circulation and hours of television viewing per family . . . and a wider geographic coverage, the result of WCBS-TV's increase to full power."

WENS (TV) Plans Boost To 1 Megawatt in 1955

WENS (TV) Pittsburgh will boost power to 1 megawatt after the station receives one of General Electric's new 60-kw transmitters, for which GE has estimated delivery about the middle of next year, Larry Israel, WENS general manager, has announced.

Mr. Israel said WENS has placed an order for one of the new GE 60-kw tv transmitters and that with the ch. 16 station's present antenna, which has a gain of 20, "we will have the maximum power of one million watts permitted by the FCC and we still won't have to run our transmitter at 'full throttle.'"

James Hurley, in charge of technical operations at WENS, said the present WENS transmitter uses two 15-kw klystron tubes, each valued at $23,000, and operates with 200 kw power. The new equipment will have 75-kw klystrons, on which no cost has been estimated, he said.

Mr. Hurley said the new power will provide better pictures in the fringe area and will make unnecessary the installation of outside antennas in the immediate Pittsburgh district.

THE LATEST WCKY STORY

Want Top Audience in the Cincinnati Market?

BUY WCKY DISC JOCKEY PROGRAMS!

From 6 a.m. to 7 p.m. Monday thru Sunday WCKY Disc Jockey Programs have *MORE* First Place audience ratings than the *combined total* of *all other* local DJ Programs in Cincinnati.

WCKY Disc Jockeys Are Your Best Buy!

WCKY

RUSS MORGAN DISK JOCKEY

"The Old Coal Miner" has been drafted!

In a recent poll among agency and station men, Russ Morgan was voted "the personality best qualified for a recorded disk jockey show". Russ won, hands down, over 12 leading names.

The format of this new program is designed to provide advertisers with a disk jockey show with mass appeal, above and beyond the limitations of the average local station. Nobody — but nobody — is better equipped for the job than Russ — the guy's got everything.

The show covers every type of popular musical entertainment, *via commercial phonograph records and transcriptions,* interspersed with stories, gags and good clean fun "in the Morgan manner".

The Russ Morgan Disk Jockey Show will start August 2— 30 minutes, 5 days each week . . . it is one of five (5) NEW Langworth feature programs for 1954.

LANG-WORTH FEATURE PROGRAMS, Inc.

113 WEST 57th ST., NEW YORK 19, N. Y.

CALIFORNIA OFFICE: HUGH S. ALLEN JR., MGR.
21 GRAND VIEW AVE., SAN FRANCISCO, CALIFORNIA

CANADIAN OFFICE: S. W. CALDWELL, LTD.
447 JARVIS ST., TORONTO, ONTARIO

GENERAL TELERADIO LEASES WHBQ-AM-TV

Harding College reportedly will receive $2.5 million for the stations. GT's probable sale of KGB San Diego is progressing, it's understood.

ACQUISITION of WHBQ-AM-TV Memphis by General Teleradio Inc. was announced last week by Thomas F. O'Neil, president of General Teleradio, and Dr. George S. Benson, president of Harding College, which owns the stations.

Details of the transaction, which has been reported to entail a consideration of about $2.5 million [B•T, March 8], were not disclosed officially. Authorities reported, however, that it involves the leasing by General Teleradio of all WHBQ-AM-TV equipment and real estate for a period of 15 years. Lease is understood to involve $1.9 million, plus $600,000 cash.

The transaction is subject to the customary FCC approval and application papers are to be filed shortly, possibly this week.

Plans for the sale of KGB San Diego by General Teleradio in order to comply with FCC's multiple-ownership rules also are understood to be in progress. KGB Manager Marion Harris has been mentioned as a possible purchaser [CLOSED CIRCUIT, March 22].

Purchase of WHBQ-TV, which operated on ch. 13, will give General Teleradio the five-station maximum allowed by FCC. The company, which controls Mutual, also owns WOR-AM-TV New York, WNAC-AM-TV Boston, KHJ-AM-TV Los Angeles, WEAN Providence, KFRC San Francisco, plus KGB and the Don Lee and Yankee networks, and majority interest in WGTH-AM-TV Hartford.

WHBQ operates with 5 kw on 560 kc and is a Mutual affiliate. WHBQ-TV went on the air in 1953 and is affiliated with CBS-TV.

Richard Crisler of Cincinnati was broker representing the Harding College interests in the transaction.

GUY GANNETT DIES AFTER STROKE

FINAL SERVICES were held last week for Guy P. Gannett, 72, president and founder of Guy Gannett Publishing Co., which publishes five Maine newspapers and owns WGAN-AM-FM-TV Portland. Mr. Gannett died of a heart ailment April 24 after suffering an attack while attending the ANPA convention in New York. Mr. Gannett's company recently sold WGUY Bangor, Me., to Murray Carpenter.

The Guy Gannett publishing firm owns Guy Gannett Broadcasting Services, which operates the Portland stations. The parent firm publishes the *Press-Herald*, *Sunday Press* and *Express*, all in Portland, and the Waterville *Sentinel* and *Kennebec Journal* (Augusta). Mr. Gannett was a cousin of Frank H. Gannett, president of Gannett Co. Inc., which owns or controls a chain of newspapers and radio and tv stations in New York, Connecticut, New Jersey and Illinois.

Mr. Gannett was Maine's foremost newspaper publisher and once was a power in that state's politics. He had served in the Maine Legislature and State Senate and was Republican national committeeman from Maine during 1920-28. He also was associated in banking, insurance and power company enterprises. He had held various posts in civil aviation, the New England Council and Maine Turnpike Authority. He attended Andover and was graduated from Yale College.

In 1905 he married Anne J. Macomber, who until her death in May 1951 was vice president and treasurer of the publishing firm. In June 1952 he married Pamelia L. Wells, who survives. He also is survived by a son, John Howard Gannett, and a daughter, Mrs. Jean Williams, who is executive vice president of the publishing firm.

THIS is the architect's conception of the new structure now housing the combined operations of KOB-AM-TV Albuquerque.

KOB-AM-TV Operations Move Into New Center

COMPLETE operations of KOB-AM-TV Albuquerque now are housed within the company's new radio and television center at 1430 Coal Ave. S. W., KOB reported last week. Cost is estimated at $250,000 for studios and land development.

Built of buff Rok-Face stone accentuated by corrugated asbestos, the center features the latest in engineering and production improvements with radio occupying the north side and television the south side of the building. There is full sound insulation between these sections as well as center hall and dual activity departments such as news, music, library, sales, promotion, accounting and executive offices.

Convection heat is supplied through outside walls, air conditioning through inside walls.

The tv section is built around a central control room, surrounded by projection facilities, photo and film processing laboratory, announcer's booth, property room, two production stages and adjacent workshop. Radio portion includes master control flanked by two studios, recording room and workshop.

KOB-AM transmitter remains at Alameda, N. M., about eight miles north of Albuquerque, while the KOB-TV transmitter is on Sandia Crest, 10,832 ft. above sea level and 4,200 ft. above average terrain. Latter is claimed to be the highest tv site in the U. S.

Technical phases and construction of the new radio-tv center were supervised by George Johnson, chief engineer of KOB-AM-TV. Stations are operated by Albuquerque Broadcasting Co., owned by Wayne Coy, former FCC chairman, and Time Inc. Manager of both stations is J. I. Meyerson.

WTAR-TV Ups Power, Moves to New Tower

WTAR-TV Norfolk, Va., increased its power to 100 kw Saturday morning and dedicated its new facility with a bevy of dancing girls around what Campbell Arnoux, WTAR-TV president, called "the tallest Maypole in the world."

The May Day ceremonies marked formal transfer to a 1,049-ft. tower, greatly extending the station's coverage area, according to Mr. Arnoux. Queen of May was chosen Friday from a group of 40 girls representing 40 counties in Virginia and North Carolina.

Political and civic leaders of the area took part in a dedicatory program Saturday noon, with Mr. Arnoux crowning the Queen of May. The winner was booked for an all-expense trip to New York, including CBS-TV appearances.

WTAR-TV is sending out a promotion booklet titled "New Magic in America's Miracle Market," noting that CBS-TV calculates that the station will increase its service area by 50%. The ch. 4 station also has ABC and DuMont affiliations and has been on the air four years.

WKNB-TV Schedules Boost To 233 Kw Visual on Ch. 30

WKNB-TV New Britain (Hartford), Conn., by mid-summer will receive transmitter equipment which will boost its power to 233 kw, making the ch. 30 outlet the "highest powered television station in Connecticut and one of the most powerful in the U. S.," Peter B. Kenney, general manager, said last week.

WKNB-TV has been operating on interim power of 20 kw since going on the air in February 1953, Mr. Kenney said. He said nearly 168,000 tv homes currently are receiving WKNB-TV, according to recent surveys. He said WKNB radio and tv studios and offices will be moved into the organization's new building by June 1.

WMAR-TV to Start Day With Station ID in Color

BEGINNING this month, WMAR-TV Baltimore, Md., will start the broadcast day with a color station identification, E. K. Jett, Baltimore Sunpapers vice president and director of television, announced last week. The station also will use color slides in the four five-minute news programs during CBS-TV's two-hour *Morning Show*.

Colorcasts will be extended to other times of the broadcast day from then on, Mr. Jett said. Color slides will be used to introduce station programs, to illustrate news programs and for station identifications.

WMAR-TV has been televising color programs since late December 1953 on a five days a week basis. In addition it broadcasts the weekly color programs of the CBS-TV network.

WNBC-WNBT (TV) Launch 'Sunday Supplement' Show

NBC's WNBC-WNBT (TV) New York were to launch last Friday, Saturday and Sunday what was described as a "new concept of integrated programming and selling, patterned after the highly successful supplements of Sunday newspapers. All local programming on the stations this week will be keyed to the theme of travel, with 20-second, 30-second and one-minute spot announcements on behalf of travel organizations interspersed throughout the shows.

The inaugural week-end supplement—part of a series that will include future supplements on summer living, back-to-school, thrift travel, winter vacations, winter sports, fashion parade, European and American travel — is called *Travelcade*. This will feature a special highlight titled "While Berns Roams," an around-the-world project featuring Bill Berns, director of news and special events for WNBC-WNBT (TV). Mr. Berns has left on a globe-girdling trip and will report from various cities throughout the world either by direct telephone conversations with station personalities or by taped recordings.

American Express Co. has purchased sponsorship of Mr. Berns' project, with the latter delivering commercials either live or on tape from various parts of the world. Firms which have purchased time on programming on the supplement throughout the weekend are European Travel Commission, Cunard Lines, French Government Tourist Office, German Tourist Information Office, Pan-American World Airways, U. S. Lines, KLM Royal Dutch Airlines and Italian State Tourist Office.

WTRF-TV Wins First Prize In Pall Mall Promotion

FIRST PLACE in the Pall Mall cigarettes promotion contest on behalf of its *Big Story* radio and tv shows was awarded to WTRF-TV Wheeling, W. Va., and its promotion manager, C. Gregg Van Camp, William Spire, vice president and Pall Mall account executive at Sullivan, Stauffer, Colwell & Bayles, New York, announced last week.

Second place went to WLW Cincinnati and its promotion manager, R. F. McCarthy, while three stations tied for third place: WICU Erie, Pa. (promotion manager, Jack Schumacher); WHIZ Zanesville, Ohio (promotion manager, Robert L. Cromwell), and WVEC-TV Norfolk, Va. (promotion manager, Georgia McCarty).

Entries were judged on the basis of the best, most original, unique and effective campaign on behalf of the *Big Story* radio and/or television program during the first quarter of 1954.

The first place winner, Mr. Van Camp, and his wife won an all-expenses-paid vacation for two at the Princess Hotel in Bermuda. Second and third prize winners share merchandise worth a total of $750. Plaques and certificates also are being forwarded to the five stations.

Rail Battle on WPIX (TV)

WILLIAM WHITE, president, New York Central Railroad, and Robert R. Young, who hopes to gain control of the railroad when stockholders' ballots are counted at the railroad's meeting on May 26, will appear on WPIX (TV) New York in two quarter-hour telecasts scheduled for 6:30-6:45 p.m. on Saturdays, May 8 for Mr. White and May 15 for Mr. Young. Robert Conway, special writer for the *New York News*, will interview both participants in the series, which is titled *Battle for the Central.*

Advertisement

From where I sit *by* Joe Marsh

"High-Priced" Mistake

Maybe you noticed the big "ad" Red Smith's Furniture Store ran in *The Clarion* last week.

One item caused some embarrassment all around. It read: "4-piece Bedroom Suite, regular price $119.50, special bargain price $149.50." *Guess I didn't "proofread" too well, and when our pressman asked for the go-ahead, I yelled, "Let 'er go."*

All kinds of jokes about the mistake. One fellow asked if Smith's was holding the price line so tight it just snapped. Turned out fine in the end—Red sold that suite for the real sale price, of course.

From where I sit, it's lucky my carelessness didn't cost Red any business. I'm the one who's always "expert-ing" on being careful—careful of our responsibilities to the community, careful of our neighbors' rights. Even careful to respect the other fellow's preference for a glass of beer. Let's all make a bargain to be more careful in the future.

Joe Marsh

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Six Plan Tv Start Within Fortnight

KBMT (TV) start planned next Sunday would raise tv stations operating to total of 383.

BEAUMONT, Tex., will get its first tv station May 9 when KBMT (TV) begins regular programming, according to John Rossiter, newly-appointed general manager (see story this page). The uhf ch. 31 outlet has been on test patterns since mid-April.

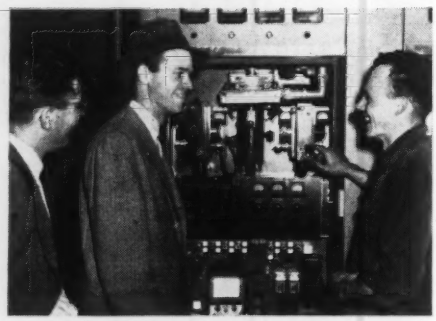
The debut of KBMT will raise the number of operating stations to 383. Another four outlets reported they are set to begin operations May 15; one more is set to begin May 16.

May 15 starters: WDBO-TV Orlando, Fla.; WGOV-TV Valdosta, Ga.; WKNY-TV Kingston, N. Y.; WTHT (TV) Wilmington, N. C. WGAN-TV Portland, Me., is set to begin May 16.

Reports from other stations:

WAPA-TV San Juan, P. R. (ch. 4), second tv outlet there, was to have begun network programming last Saturday, Jose Ramon Quinones, president, announced. The station is affiliated with NBC, ABC and DuMont.

WDBO-TV Orlando, Fla. (ch. 6), one of the scheduled May 15 starters, will be affiliated



AT THE CONTROLS as WKNY-TV Kingston, N. Y., began test patterns last week were (l to r): Robert D. O. Perry, program director; Robert L. Sabin, manager of tv operations, and Carl Egolf, chief engineer. The uhf ch. 66 outlet expects to start programming about May 15, serving the mid-Hudson valley.

with all four networks, Walter E. Sickles, director, reported. This will be the first tv station there. Reception is expected to extend 67 miles from the center of Orlando, he said.

WMSL-TV Decatur, Ala. (ch. 23), has set June 1 as starting target date. It will be represented by The Walker Co.

KGEO-TV Enid, Okla. (ch. 5), plans a June 15 debut as a basic ABC affiliate, Tom Belcher, commercial manager, said. John E. Pearson Co. will be its representative. The station will operate with 100 kw power from an 816-ft. tower.

WCNY-TV Carthage, N. Y. (ch. 7), has broken ground for construction of its station building. It will be located midway between Carthage and Watertown. Most of the equipment will be purchased from General Electric.

KGVO-TV Missoula, Mont. (ch. 13), first station there, expects to be on the air July 1, A. J. Mosby, president, announced. It will be affiliated with ABC and represented by Gill-Perna Inc.

The following stations have reported they plan to begin regular programming by May 30:

KQED (TV) Berkeley, Calif. (ch. 9), educational; KFXJ-TV Grand Junction, Colo. (ch. 5); WDBO-TV Orlando, Fla. (ch. 6); WGOV-TV Valdosta, Ga. (ch. 37); WGAN-TV Portland, Me. (ch. 13); WBOC-TV Salisbury, Md. (ch. 16); WKNY-TV Kingston, N. Y. (ch. 66); WTHT (TV) Wilmington, N. C. (ch. 3); WCET (TV) Cincinnati (ch. 48), educational; KBMT (TV) Beaumont, Tex. (ch. 31); WHA-TV Madison, Wis. (ch. 21), educational.

(For details see TELESTATUS, page 103.)

WNHC Outlets Offer Time For Story of Polio Vaccine

WNHC-AM-FM-TV New Haven are offering their facilities and prime evening time "of duration sufficient to place before the public facts and opinions of qualified doctors and lay personnel, if any, on Salk polio vaccine."

The stations made the offer in telegrams to Connecticut State Department of Health, Hartford and New Haven County Medical Societies, commentator Walter Winchell and Dr. Jonas Salk.

WNHC-AM-FM-TV Manager Edward C. Obrist said parents in Connecticut, nearby Massachusetts, New York, Long Island, Rhode Island, Vermont, New Hampshire and other areas served by the stations "deserve benefits of first-hand exposure to the case for and against the Salk vaccine and the resultant opportunity to draw their own conclusions on evidence presented, since parental consent to vaccination presupposes, if not demands, complete knowledge of possible risks or benefits involved."

He said the program also will be offered to radio stations of the Connecticut State Network at no cost, and discs and kinescopes to other interested radio and tv outlets at cost.

WSTV-TV Selects Judges For Tower Slogan Contest

JUDGES have been selected by WSTV-TV Steubenville, Ohio, for its Tower Slogan Contest [B•T, March 8] which ended last Friday, according to John J. Laux, executive vice president and general manager. The judges are:

J. Richard Sonneborn, vice president and advertising director Hub Department Store, Wheeling, W. Va., and president and a founder of the Wheeling Advertising Club; William Coffman, officer in Pittsburgh Radio & Television Club and partner in Cabbot & Coffman agency, Pittsburgh, and Emerson V. (Tip) Wood, executive secretary of the Steubenville Chamber of Commerce.

Winners will be announced two weeks after closing date of the contest and will receive a total of $1,000 in cash prizes.

WIP Sets Sales Records

WIP Philadelphia set new sales records for 1953 with business showing an overall increase of 10% above the previous year, 19% over 1951 and 36% over 1950, according to Ralf Brent, vice president and sales director. Said Benedict Gimbel Jr., president and general manager: "The most significant part of this increase . . . does not show in the figures. Over one-fourth of our advertisers have been using WIP for the past 10 to 17 years; 18% have been with us from six to nine years. I believe this is the foundation for this success."

Labor Union Buys Share In WCFM (FM) in D. C.

Other Washington unions expected to buy stock.

CENTRAL Labor Union (AFL), Washington, D. C., last week became the first labor group to join in ownership of WCFM (FM) Washington, co-op station which has amended its by-laws to include such organizations. Other Washington union groups are expected to buy stock in the station.

Other WCFM stockholder groups are Greenbelt Consumer Services, Group Health

ORGANIZED LABOR entered ownership of WCFM (FM) Washington last week. Taking part in the first purchase of stock in the co-op station were Wallace J. Campbell (seated l), WCFM vice president, who hands the certificate to J. C. Turner, vice president of Central Labor Union. Standing (l to r) are F. H. McGuigan, union treasurer, and W. M. Blaisdell, WCFM general manager.

Assn., Rochdale Cooperatives, Rochdale Cooperatives of Virginia, Pleasant Plains Cooperative Fund, Workshop Center of the Arts, Group Housing Cooperative and District of Columbia Credit Union League.

F. H. McGuigan, union treasurer, said the purchase gives organized labor a chance to support WCFM's programming and to reach a wide audience. The union group comprises 104 AFL locals with membership of 155,000. WCFM's station break will now be "Washington's Co-op Labor Station." No change in staff is planned. W. M. Blaisdell continues as general manager.

Rossiter, Browne Appointed To KBMT (TV) Executive Jobs

JOHN ROSSITER has been named general manager and Frank Browne commercial manager of KBMT (TV) Beaumont, newest tv station in the Texas Gulf Coast area. Both held similar positions at WJTV (TV) Jackson, Miss., before coming to KBMT.

Mr. Rossiter is a veteran of six years in the industry, including service as sales manager of WIKK Erie, Pa., commercial manager of WICU (TV) Erie and as general manager of WTVN (TV) Columbus.

Mr. Browne, before coming to KBMT, served as commercial manager for WBGE Atlanta, as general manager of KWFC Hot Springs, Ark., and once worked for B•T at its Chicago office.

UHF KCEB (TV) TULSA CITES HIGH CONVERSION

KCEB (TV) Tulsa (ch. 23) is distributing a letter from the American Research Bureau which states that Tulsa market had the highest uhf sets conversion of any dual-station market studied by ARB, both before the station went on the air (when uhf conversion was 17%) and less than a month afterward (when conversion was 25.4%).

KCEB General Manager N. Ray Kelly said he had received a letter from James W. Seiler, ARB director, saying that "Tulsa is the first dual market in any ARB study to have a conversion rate as high as 17% the first day the uhf station took the air. And also the first market to have a conversion as high as 25% after less than one month's uhf service. You are certainly to be congratulated upon a splendid showing."

The ARB uhf-vhf penetration surveys were in March 1954 and in April 1954.

Mr. Kelly attributed the record conversion to two factors: (1) KCEB's intensive educational and information campaign to acquaint the public with methods of conversion, and to the "true nature" of uhf service; and (2) the "vital interest of the people in single station markets in increasing the utility of their sets and in having top-flight network and local programs available." KCEB carries NBC and DuMont programs.

Italian-English Plan Successful, WOV Says

SUCCESS of WOV New York's Italian-English language programming has been cited in an announcement from the station stating that during the fall and winter of 1953-54, "more advertisers purchased more time on WOV than ever before in the station's 28 years of broadcasting." Old and new advertisers during this period were reported to have totaled 133.

In a breakdown of advertisers, 53 were listed as having used programs; 85, announcements, and three, a combination of programs and announcements. Food products topped the list with 46 advertisers, followed in order by retailers, 26, and beverages, medical products and soap products.

WOV, which broadcasts 10½ hours of daily Italian language programming to more than two million persons of Italian extraction in the New York area, claims it is "the largest foreign language broadcaster in the U. S." The major portion of the station's English-language broadcasting is directed toward the Negro market and totals six hours nightly, directly from Harlem's Palm Cafe. The balance of station time, consisting of an inter-racial talent lineup, originates from the station's mid-Manhattan studios.

GREETING is extended to Henry T. Sjogren (r), newly-appointed assistant general manager of NBC o&o WMAQ and WNBQ (TV) Chicago [B•T, April 26] by Jules Herbuveaux, general manager of stations. Mr. Sjogren was divisional business manager of NBC o&o stations and NBC Spot Sales Division before assuming his new duties in Chicago.

ABC, NBC Chicago Outlets Prepare for Power Boosts

TWO networks' o&o tv stations in Chicago—ABC's WBKB (TV) and NBC's WNBQ (TV)—were preparing for power increases last week, with antenna installations atop the Kemper Bldg., the old Civic Opera House structure.

WBKB, operating on ch. 7, last Saturday was scheduled to begin erection of a new transmitting antenna designed to boost its signal from 100 to 200 kw, looking toward eventual power of 316 kw, maximum allowable by the FCC for high-band vhf. The jump to 200 kw is expected about May 20.

WNBQ, on ch. 5, is installing a new 740-ft. tower, replacing its present 627-footer. Its power will jump from 75 to 100 kw, maximum allowable for low-band vhf outlets.

A new 75-ft. antenna weighing more than 9,000 pounds will push the outer edge of WBKB's fringe area to a distance of 79 miles, covering homes in Rockford, Ill.; Beloit and Milwaukee, Wis., and Elkhart, Ind., according to the ABC outlet. Grade A reception jumps from 33 to 35 miles and Grade B increases to 58 miles, William Kusack, WBKB chief engineer, said. The station will make two more signal increases within the next year.

WLOS Buys Home for Studios

WLOS-AM-FM-TV Asheville, N. C., has bought the Westray Battle residence for its radio-tv studios and expects to complete remodeling and move radio operations to the new studios within 30 days. The residence was built in 1927 for $250,000, a station spokesman said. The building is centered on a two-acre lot and contains 12,000 square feet of floor space on four levels.

Drug Wholesaler Takes WFBC-TV, WCSC-TV Shows

THE GEER Drug Co., wholesale drug firm of Charleston, Spartanburg and Greenville, S. C., is sponsoring a half-hour Sunday dramatic show, *Druggists' Theatre*, and a six-a-week five-minute weather show on WFBC-TV Greenville and WCSC-TV Charleston, according to Frank O. Ezell, Geer promotion manager.

Mr. Ezell said the wholesale firm will "be playing Santa Claus" to 1,000 drug stores in the coverage area of the two stations, since the television commercials on the shows are credited only to "your favorite drug store," with no mention of the Geer Drug Co. Several leading manufacturers are helping Geer to underwrite the shows, he said.

KTTV (TV) Boosts Power, Visual Output Now 110 Kw

THE POWER race among Los Angeles area tv stations continues with KTTV (TV) (ch. 11) increasing its video signal threefold, from 31 to 110 kw, and audio signal four times from 15 to 68 kw, on April 25. A survey taken in over 3,500 homes of late evening and early morning test patterns, using the increased power and the station's new 200-foot antenna tower on Mt. Wilson, with specially designed antenna, showed 75% of sets tested received a better picture, according to KTTV executives.

KNXT (TV) that city (ch. 2) increased its video power from 25 to 46.8 kw and audio from 12.5 to 23.4 kw on March 7 [B•T, March 8].

up

Bank Resources ▲ 320%

1940 — 1952

UNTAPPED CASH reservoir ready to be syphoned by your strong spot or co-op program

serving Western Montana

CBS KGVO

1290—5 KW. Day & Nite

MISSOULA, MONT.

Reps. GILL-PERNA; NY, LA, SF and CHI.

Reach this central Missouri market with 186,-323 radio families * and a consumer income of $698,285,000*, in a thirty county, four city, ½ mv area covered by KFAL.

* SRDS and Sales Management Survey

Write today for particulars!

K F A L

900 Kc 1,000 Watts

FULTON, MISSOURI

KETX (TV) 'In Black' Despite Strike, Suits

Owner Newborn says new uhf outlet in Tyler, Tex., is adding new accounts each day. Station is named in suits by creditors, including GE.

KETX (TV) Tyler, Tex., uhf ch. 19 outlet which briefly was off the air about a month ago following a labor dispute, now is operating "in the black" and has every intention of continuing despite pending law suits, owner Jacob A. Newborn Jr. has told B•T. New national and regional accounts are being added nearly every day, he said.

General Electric Co. has filed a foreclosure suit in Federal Court there to recover the KETX transmitter and other equipment on which notes for nearly $345,000 are pending. Tyler Woodworks, John A. McCullers Sheet Metal Works and Layton Engineering Co. have filed an $11,000 involuntary bankruptcy suit against the station while a civil claim for about $1,700 has been filed by a local merchant for alleged unpaid balance on station furniture.

Mr. Newborn related that KETX was put off the air March 24 by a staff "walk-out" protesting dismissal of five persons who reportedly disagreed with an "economy operation plan" designed to cut losses.

KETX resumed operation March 26 under Mr. Newborn's personal managership and for the first time since its inception last August is "operating in the black," he said, "including amortization and obsolescence of equipment, plus, perhaps, some extra to pay off debts resulting from extravagant spending by the earlier staff."

The station is on a cash basis in all its dealings and proposes to increase spot rates May 1 about 20%, although volume discounts remain the same.

Giving up other business interests to devote full attention to KETX, Mr. Newborn said he inspected the station after the walkout and found the Klystron heat exchange unit damaged, which he reported to FCC. He related that he and James Womack, a former engineer who returned to employment as chief engineer, plus receptionist Mildred Hutson as film room operator, were able by themselves to put KETX back on regular schedule the evening of March 26.

Now on an expanded schedule of 3-11 p.m. instead of the former 3:30-10 p.m., plus additional local live shows featuring area school-age and adult talent, KETX is operating with eight full-time and three part-time people, Mr. Newborn said, contrasted to the former peak staff of 23 persons.

KETX carries kinescopes of top shows on all four major tv networks, he said. There are about 30,000 sets in the area, of which some 20,000 depend solely on KETX for service, he said. About 10% of the total are vhf-only sets, Mr. Newborn related, of which 2,000 are hooked up to a local community antenna cable system while the others are high locations able to pick up Dallas, about 100 miles away.

No. 1 Radio Buy
in New Haven
• • • • • •
Merchandising
more guaranteed in-store food display than any other New Haven station.
• • • • • •
Programs
live wire local plus NBC affiliation = proven audience.
• • • • • •
Saturation
run of station • day and night • 20 spots a week • 1-13-26 week package • $45—$48—$60 per week.
— three steps cover — New Haven's ultra-rich market on
WNHC
radio • ASK KATZ

WNEW Owners Change

VETERAN broadcaster Richard D. Buckley and associates took over ownership of WNEW New York at 3 p.m. last Tuesday from the William S. Cherry group as all principals attended formal legal transactions in New York. The $2.1 million sale was approved by FCC several weeks ago [B•T, April 19]. There is no change in station operating personnel, it was reported. Part owners with Mr. Buckley are Horace L. Lohnes, Washington radio-tv attorney; Harry R. Playford, St. Petersburg banker and former WNEW stockholder, and his two St. Petersburg business associates. WNEW is applicant for ch. 31 in contest with city-owned WNYC New York. Third bid by WHOV-TV Inc., representing joint venture of WOV and WHOM there, was withdrawn last week.

198 Stations Lined Up For Indianapolis Races

SOME 198 stations in 41 states have joined the Indianapolis Motor Speedway radio network for the 500-mile Memorial Day classic, according to Gil Berry, WIBC Indianapolis general sales manager, who originated the network last year.

The coverage will be broadened this year to include the qualifying trials for the event on Saturday-Sunday (5:30-6 p.m. CDT), May 15-16 and May 22-23, from the speedway, Mr. Berry said. He said 125 stations carried the main event last year.

Facilities of Indianapolis' WIBC, WFBM, WIRE, WISH and WXLW will be pooled to provide a lap-by-lap report of the race to any station in the country wishing to subscribe for the exclusive service, Mr. Berry said.

The Memorial Day race begins at 10:45 a.m. CDT, and broadcast time will last 4½ hours, according to Mr. Berry.

KPFA (FM) Broadcast Lauds Use of Marijuana

FIVE members of its board of directors last week condemned the management of KPFA (FM) Berkeley, Calif., an educational station, for broadcasting a tape recording made by four marijuana addicts in which they praised the use of the drug. The members said they would take steps to prevent a repeat of the broadcast.

The controversial tape recording was made in the studios of KPFA (on 94.1 mc) after broadcasting hours by pre-arrangement with the station, according to Wallace Hamilton, program director. The four addicts, three men and a woman, brought a "friend" to operate the tape recorder, Mr. Hamilton said.

Agents of the California Narcotics Bureau had confiscated the tape after the broadcast April 22 on a regular KPFA program, *Concepts of Freedom*. Later, the agents were reprimanded by State Attorney General Edmund G. Brown for picking up the tape without a warrant or court order and were ordered to return it to the station, but not before three copies were made in KLX Oakland studios and distributed to the Narcotics Bureau, the FCC 12th District in San Francisco and the Attorney General's Office.

Entering the KPFA studio after the staff had left for the day, the four addicts in making the recording said they could see nothing wrong with smoking marijuana and that its use should be legalized.

Legally Okay

Mr. Hamilton said the program legally could not be suppressed. Attorney General Brown gave his opinion that the program might have a damaging effect on teen-age, daytime or early-evening listening, but withheld judgment on whether the broadcast violated any law.

KPFA is operated by the Pacifica Foundation and is supported by $10 contributions from 3,300 listener-subscribers. It has been on the air nearly five years and carries no commercial advertising. For a time the station had been supported by Ford Foundation funds.

KPFA, which programs for the "intelligentsia," has covered a wide range of subjects in broadcasts, ranging from cannibalism to unrestricted political discussion. Its political speakers have included Democrats, Republicans, Socialists, anarchists and an occasional Communist.

Frank Sloan, engineer in charge of FCC's 12th District, San Francisco, said he would forward his copy of the tape to Washington for determination of whether any FCC regulation was violated.

According to Mr. Hamilton, most of KPFA's subscribers congratulated the station for the broadcast, with only one letter of criticism.

"Gosh, even the Dean thinks I'm a genius ever since I started spotting my spot campaign on WWPA!"
WWPA
Williamsport, Pa.
— A Great Pennsylvania Market!
CBS
Contact Burn-Smith Co. for details.

APPOINTMENT of Aubrey Jackson (l) as assistant general and commercial manager of KGNC-AM-TV Amarillo brings together this team (l to r): Mr. Jackson, former manager of KGNC before spending the past five years at KRGV Weslaco and KEYS Corpus Christi; Bob Watson, KGNC manager; Wes Izzard, KGNC-AM-TV general manager, and Bud Thompson, KGNC-TV manager.

Canceled KTLA (TV) Series Caused Loss, Suit Alleges

THE tv film version of the 10-week Santa Anita racing season was canceled at the half-way mark by advertiser Earl Scheib, proprietor of a Los Angeles auto painting shop chain, because KTLA (TV) Hollywood consistently started the half-hour program several minutes late, according to Mr. Scheib.

Cancelation of the program Feb. 9 caused $3,413.75 loss to Time & Space Inc., Hollywood program packager, T&S charged in a suit filed in Los Angeles Superior Court shortly after Mr. Scheib's statement. The packaging firm, through attorney Robert A. Mendlesohn, said it had a firm contract to show the racing films, plus an interview with racing sportscaster Joe Hernandez, for the entire 10 weeks at $4,000 weekly cost to the auto painting firm. The suit asks compensation for lost commissions and uncancelable costs, plus 6% interest on the total from March 6.

WJHL-TV Completes Tower

WJHL-TV Johnson City, Tenn., has reported completion of its new 635-ft. tower. The station has been operating from a temporary 60-ft. tower since it went on the air last November.

Previous attempt to construct a permanent tower resulted in disaster a week before WJHL-TV went on the air. At that time the tower had reached 550 feet when it crashed to the ground, smashing part of the station's studios and narrowly missing employes and tower workmen. WJHL-TV operates on ch. 11.

WKNX-TV Gross High

WKNX-TV Saginaw, Mich., which celebrates its first year of operation tomorrow (Tuesday), on uhf ch. 57 reports that March billings set a high in station sales, 20% above February. Owned and operated by the Lake Huron Broadcasting Corp., WKNX-TV is a primary CBS affiliate and also is affiliated with ABC. It broadcasts 45 live local studio shows per week.

WAVE 'Optimistic'

WAVE Inc., Louisville, "does not believe in the pessimism which some people are sowing, deliberately or not, about our present economic situation and outlook." "To the contrary," announces WAVE-AM-TV, "we believe there are definite signs that our economic outlook, both local and national, is sound and promising." Accordingly, the Kentucky outlets are beginning a campaign of radio and tv spot announcements on "these healthy economic conditions." The announcements cite dollar and other statistics "as they exist locally, statewide and nationally," together with a reminder of the WAVE-AM-TV contribution to this state of affairs.

Ad Council Asks Radio-Tv To Push Fire Prevention

RADIO, TV and other media have been asked by The Advertising Council to cooperate in carrying a heavy schedule of forest fire prevention messages from now through October. A kit of tv materials is being prepared for release to networks and stations in May, and special discs will be made available to radio stations upon request.

One set of discs contains 13 quarter-hour programs featuring folk singer Billy Johnson and the Sons of the Pioneers, while another stars Mr. Johnson in a 4½-minute featurette plus spot announcements of various lengths. R. Z. Eller, advertising manager of Sunkist Growers Inc., is volunteer coordinator for the campaign, while the advertisements were prepared by Foote, Cone & Belding, Los Angeles, as a public service.

Dennis Joins H-R Tv

APPOINTMENT of Ralph Dennis, formerly an account executive with The Katz Agency, to a similar post with H-R Television Inc., New York, was announced last week. Mr. Dennis will replace Lynn Barnard, who joins ABC Radio as an account executive.

WKAP Hosts Germans

AS PART of a tour through Allentown, Pa., to observe life in an American city of comparable size to their own, business and civic leaders of Oldensburg, Germany, visited WKAP there. They were escorted through the station while staff members, headed by manager O. R. Davies, described the operation. The delegation later was interviewed on the air.

Curtis Says Paramount Tv Copied Program Format

ALLEGED similarity between format and elements of the KTLA (TV) Hollywood *Crash the Party* program and the former radio *Private Party* series is basis of a $35,000 suit filed in Los Angeles Superior Court by Mel Curtis, writer-producer of the now-discontinued radio program.

Suit, filed by attorneys Arthur J. Crowley and David Paltun, charges that Paramount Television Productions Inc., owner-operators of station, had infringed on Mr. Curtis' literary rights, engaged in unfair competition and violated an implied contract in presenting *Crash the Party*.

The former *Private Party* series appeared on KECA (now KABC) Hollywood in 1951.

Local Advertisers Keep WMTV (TV) Madison in Black

WMTV (TV), one of two uhf stations in Madison, Wis., has realized a net profit of approximately $65,000 before taxes after about seven months of operation according to Gerald A. Bartell, president and general manager of the station. The ch. 33 outlet went on the air July 19, 1953.

Commenting on the uhf picture generally, Mr. Bartell said WMTV was one of the four or five post-freeze uhf outlets "to go on the air in the black and remain in the black." He said between 400 and 500 advertisers have bought time on WMTV, which he noted had shown a profit without a radio affiliate. He added that WMTV has been building as a local community service station.

WMTV is affiliated with ABC and DuMont and carries some NBC programs. Its sales representative is Meeker Tv Inc. Station claims about 44,800 tv receivers in its coverage area.

WILBUR M. HAVENS (r), president-general manager of WTVR (TV) Richmond, and Paul M. Hancock of NBC inspect WTVR facilities. WTVR expects to complete installation of color tv broadcasting equipment by early summer.

Bank Cites WLDS

ELLIOTT State Bank of Jacksonville, Ill., ran a display advertisement in the local newspaper promoting WLDS there, "The Voice of West Central Illinois," as a part of its "Our Growing Community" series. The bank, which sponsors sportscasts on WLDS, featured a picture of Gerald Cassens, assistant WLDS manager, and Barney Lewis, sportcaster, at microphones preparing to broadcast the 1954 Illinois State Basketball Tournament. The ad described the steady progress of WLDS since it went on the air in 1941.

STATION PEOPLE

W. K. Ulerich, president of Clearfield (Pa.) Broadcasters Inc., named president of Centre Broadcasters Inc. (WMAJ State College, Pa.) succeeding **Richard J. Kennard,** who died April 2 in Florida. Mr. Ulerich also named president of *Clearfield Progress* in place of late Mr. Kennard. Mr. Kennard's widow, **Mrs. Frances H. Kennard,** named secretary and director of WMAJ and secretary of Clearfield Broadcasters. Clearfield Broadcasters owns WCPA Clearfield; WAKU Latrobe, Pa.; WJCM Sebring, Fla., and controls WDAD Indiana, Pa.

Gene Cahill, program director, WBCK Battle Creek, Mich., appointed general manager.

Ralph Sacks, formerly sales manager, KSAN-TV San Francisco, appointed San Francisco sales manager, KVSM San Mateo. **Hugh H. Smith,** KVSM manager, has resigned. Les **Malloy,** owner-operator, takes over active management.

Gordon Burke, formerly with KULA Honolulu, named program director, KGMB same city. **Art Hansen** named news editor, KGMB.

George Callison, news director, KVOA-AM-TV Tucson, appointed to same position, WGBS Miami, Fla., effective immediately.

Robert F. Kelley, formerly with Produce Packer, Kansas City, named news editor, KVOO Tulsa.

Richard W. Chapin, formerly assistant manager, Lincoln (Neb.) Chamber of Commerce, named operational manager, KFOR same city.

Will Williams, promotion, advertising and publicity manager, KGO-TV San Francisco, has resigned.

Austin Heywood, associate director of publicity, radio-tv div., Los Angeles Community Chest, to KNXT (TV) Hollywood, as assistant publicity manager.

Jackson M. Fleming, formerly program director, KXL Portland, Ore., to KEX same city, as account executive. (B•T, April 19 inadvertently listed both stations as being in Seattle.)

Aaron Britton, studio supervisor, engineering staff, WKY-TV Oklahoma City, named coordinator for all color operations.

Curtis C. Jones to sales staff, WSAZ Huntington, W. Va.

Dorothy Anderson to WBAP-TV Fort Worth, as television copywriter.

Sid Sakowicz, radio-tv columnist, *Polish Daily News,* signed for daily series on WAIT Chicago.

Lester H. Weber, to KCOW Alliance, Neb., as salesman-announcer.

Vince Ford, staff announcer, WSNY Schenectady, N. Y., to announcing-production staff, WMGT (TV) Adams, Mass.

Gene Hodges, former staff announcer, WRRF Washington, N. C., to WNCT (TV) Greenville, N. C., in same capacity.

Caroline Sax to WSTV-TV Steubenville, Ohio, as hostess on new *Look Ladies* program.

Brad Guilford to announcing staff, WTOC-TV Savannah, Ga.

Norman Messer, disc m.c., WHEB Portsmouth, N. H., to WOAI-AM-TV San Antonio.

Johnny Morris, disc m.c., to KSTP Minneapolis-St. Paul in that capacity.

S. R. Sague, president-general manager, WSRS Cleveland, elected a vice president at large, Cleveland Safety Council, in recognition of station campaign for greater safety and bringing about reforms.

Harry Maizlish, president, KFWB Hollywood, and **Ralph Edwards,** m.c., NBC-TV *This Is Your Life,* presented special awards by Urban League of Los Angeles for contributing to community betterment and improvement of interracial relations.

Art Ford, account executive, KVOO Tulsa, elected to board, Tulsa Junior Chamber of Commerce

Arthur L. Riklin, account executive, KPRC-TV Houston, elected vice president of Air Force affairs, Houston chapter of Reserve Officers Assn., and second vice president, Junior Chamber of Commerce, that city.

Robert N. Pryor, vice president of publicity and public relations, WCAU-AM-TV Philadelphia, appointed 1954 chairman, public relations committee, Chamber of Commerce of Greater Philadelphia.

Cliff Gill, operations manager, John Poole Broadcasting Co., Hollywood, to address series of three mid-Canada BMI clinics this summer.

Henry Gladstone, WOR-AM-TV New York newscaster, has left New York for a month-long tour of Europe, where he will make tape-recordings for later broadcast on political and economic conditions in Portugal, Spain, Austria, Germany, Italy and England.

Ray Heatherton, WOR-TV New York personality, received an award from United Cerebral Palsy Assn. of Queens County in appreciation of his work with children of Queens unit.

Nick Reyes, announcing staff, KLYN Amarillo, Tex., named to serve on publicity committee, Amarillo chapter, Mental Health Assn.'s observance of National Mental Health Week.

William F. Thompson, office supervisor, KTTV (TV) Hollywood, father of boy, David Arthur, April 25.

Charles Coleman, pianist and composer, who was known 20 years ago as the "man of a million melodies" on WHN New York (now WMGM) and other radio stations, died April 22 in New York.

STATION SHORTS

WTAM-WNBK (TV) Cleveland was cited by the Marine Corps national office for helping in special local recruiting drive that enlisted two companies of men. The award, reportedly the first of its kind in Ohio, is highest Corps can issue without Congressional approval.

KSLA (TV) Shreveport, La., has increased its space in the Washington-Youree Hotel to accommodate an additional studio 40 x 50 ft., additional offices and to enlarge the film dept. and storage area, according to Deane R. Flett, station manager.

KPOL Los Angeles has moved executive and sales offices to 4628 Wilshire Blvd., and plans to convert part of the building into studios.

KGA Spokane, Wash., has moved from downtown to new quarters in the station's transmitter building outside the city.

SELL THE
"Golden Market"
1/10 OF AMERICA'S NEGRO POPULATION
WDIA--
50,000 WATTS

Here is a new "golden market" of 1,466,618 negroes! 37% of the total area population . . . one-tenth of the entire negro population of America! And it can't be reached except with WDIA, the first and only 50,000 watt station to broadcast exclusively to the rich negro market.

TOP HOOPER AND PULSE RATED STATION IN THE MEMPHIS MARKET!

WDIA—MEMPHIS, TENN.

REPRESENTED BY
JOHN E. PEARSON CO.,
DORA-CLAYTON AGENCY, SOUTHEAST

WRTA
Altoona, Pa.

Thirty years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy F. Thompson

Represented by
Robert Meeker Associates

WOL, Universal Broadcasting Plan Washington News Series

UNIVERSAL Broadcasting System, New York, announced last week it has completed arrangements with WOL Washington to produce recorded programs of Washington news for UBS for distribution to independent stations throughout the country.

Lincoln A. Mayo, general manager of UBS, said the service is designed principally for stations not receiving similar service from networks. The first series, he said, will be a 15-minute weekly news review with Gene Berger, WOL, which will be produced for release on Oct. 1. Mr. Mayo said additional Washington features are being planned by Maxwell Marvin, WOL program director.

Mr. Mayo said his company, located at 17 E. 48th St., New York, 17, N. Y., should not be confused with a Boston firm of the same name.

PROGRAM SERVICES SHORTS

William Morris Agency has started constructing a new three-story office building at El Camino Drive and Carlivel, Beverly Hills, Calif., to house its West Coast operations. Estimated cost is around $1 million. Audition and projection rooms will be included in the structure to be completed by next Jan. 1.

Griswold-Eshelman Co., Cleveland, has contracted Phil Davis Musical Enterprises to originate a musical commercial for its client Howard Zink Corp., Fremont, Ohio, to be used in a 13-week radio test campaign.

Stuart Reynolds Productions has opened new executive offices at 9120 Sunset Blvd., Los Angeles 46. Telephone is Crestview 4-7863.

Clarkson First Features, N. Y., reorganizes former Show Stoppers (transcribed cut-ins for disc jockeys), coincident with May 1 move to new quarters at 274 Madison Ave., according to Robert J. Clarkson, owner. Telephone is Lexington 2-3163.

PROGRAM SERVICES PEOPLE

Joseph Kornfeld, Tele-Q Corp., promoted to sales manager.

Ray Wild, Dallas manager, United Television Programs Inc., promoted to southwest regional manager.

David Garner, copywriter, Dancer-Fitzgerald-Sample, N. Y., to Product Services Inc., same city, as copy chief.

Mel Ferrer, stage and screen actor, is establishing his own tv packaging and producing company with plans to produce a 15-minute television show featuring Benny Goodman, Gene Krupa and Mel Powell.

Jerry Horwin, 49, head of tv department, Ingo Preminger Agency, Beverly Hills, died April 23 of a cerebral hemorrhage.

Thomas B. Williams, formerly with General Electric Co., to Product Services Inc., N. Y., as supervisor of film production.

Ray Sackheim, formerly with Music Corp. of America, to William Shriffrin Agency, Beverly Hills talent service, as representative and coordinator of tv and feature motion picture accounts.

DUMONT SETS PRO FOOTBALL FOR '54

Sponsorship plans not yet made for telecasting of more than 60 regular season games of National Football League.

DuMONT Television Network will present more than 60 of the regular season games of the National Football League in a series of coast-to-coast and regional lineups, running every weekend from Sept. 25 through Dec. 11. Details were announced jointly last Thursday by Bert Bell, NFL commissioner, and Thomas J. McMahon, DuMont director of sports.

Each weekend four to seven games will be telecast on Saturday night and Sunday afternoon, with a selected "top game of the week" for a coast-to-coast hook-up and the other games on a regional network, arranged to bring home area teams on tour to local audiences.

No information was released by DuMont on sponsorship plans. Westinghouse was the principal sponsor last fall, and a company spokesman told B•T Thursday that Westinghouse is in the process of determining its fall promotional campaign, which is expected to include "an outstanding sports program on television, but not necessarily the pro football games."

It was announced that on any one weekend, games will be seen in a total of more than 100 cities, with telecasting reaching virtually every section of the United States from Massachusetts to California. The Saturday schedule of 11 games on ten weekends has been completed and work on the Sunday schedule is now under way.

All games on the tv schedule will be "blacked out" locally in the cities where they are being played. This is in line with the decision of Judge Allan K. Grim of the District Court for the Eastern District of Pennsylvania allowing such blackouts.

The "game of the week" will be for Sunday showing on a nationwide network lineup in as many as 100 cities—mostly non-league cities—and will be selected as the season progresses according to the performances of the teams, the announcement stated. It was pointed out that the Sunday schedule is being worked out so that when a team plays away from home, the road contest will be carried back to tv fans in the home city and over a regional station lineup in the home territory.

This will be the fourth consecutive year that DuMont will carry a regular season schedule of NFL games on a network basis. Last fall 50 contests were telecast on an average of 100 stations each weekend.

Foley to Head Promotion For CBS-Owned Tv Outlets

JOHN DONALD FOLEY, promotion manager of CBS-owned WCBS New York since June 1951, has been named director of CBS-owned television stations promotion service, effective immediately, William Golden, creative director of the CBS-TV advertising and sales promotion department, announced last week.

Mr. Foley succeeds David Luhmann, who has joined the copy staff of Young & Rubicam.

Murray Gross, copywriter in the sales promotion department of CBS Radio Spot Sales since February 1952, was named by Carl Ward, general manager of CBS, to succeed Mr. Foley as promotion manager of the station.

CKLW

LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA!

BIG TIME ADVERTISERS WHO WANT BIG TIME RESULTS IN THE DETROIT AREA SHOULD INVESTIGATE CKLW's LOW COST COVERAGE FOR THE BEST RESPONSE IN THIS IMPORTANT FIVE STATE REGION!

Soon! This region's Most Powerful TV STATION. CKLW-TV Channel 9 (325,000 watts).

J. E. Campeau, President

50,000 WATTS 800 KC.

Adam J. Young, Jr., Inc. National Rep.

Guardian Bldg. • Detroit 26

ARMY-McCARTHY COVERAGE CUT

NBC-TV joins CBS-TV in presenting filmed excerpts each evening, citing low ratings of hearings which do not justify lost advertising revenue.

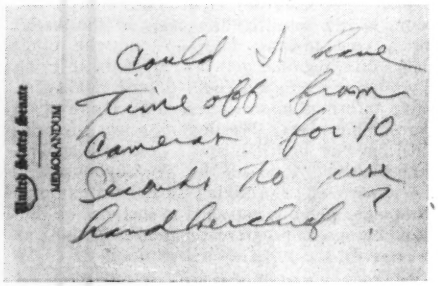
LIVE television coverage of the Army-McCarthy hearing was continued last week on ABC-TV and DuMont Television Network, but NBC-TV joined CBS-TV in presenting a nightly filmed digest of the proceedings in addition to presenting excerpts on various news programs.

NBC-TV had carried the first two sessions of the hearing "live" on April 20 and 21, although CBS-TV limited its coverage to a daily film summary from the start at 11:15 p.m.-12 midnight, EDT. Starting with last Monday's session, NBC-TV presented a daily filmed digest, also at 11:15-midnight, advancing as a reason that the "low ratings" for the first two days did not justify the advertising revenue it had lost in those days. A spokesman said that NBC had cancelled commercial programs regularly scheduled during these periods at a loss of more than $125,000 in revenue.

One development deriving from NBC-TV's decision was an arrangement for a "feed" from ABC-TV of the telecasts of the hearings to seven stations not affiliated with the latter network. NBC-TV affiliates, which requested the "feed" and were accommodated, starting last Monday, were WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, WSYR-TV Syracuse and KSLA-TV Shreveport. CBS-TV affiliates fed by ABC-TV were WSTV-TV Steubenville and WSEE (TV) Erie.

An NBC-TV spokesman said that few had complained about cancellation of live coverage of the hearing.

ABC-TV and DuMont both reported that congratulatory messages had been received at their headquarters in New York for presenting complete coverage of the hearing. An announcement from ABC-TV said that its New York headquarters had received "hundreds of telegrams, telephone calls and letters" thanking the network for "performing an important public service." DuMont reported that 514 viewers had telephoned the network's WABD (TV) New York, with all but 13 callers expressing appreciation for carrying the hearings. The dissenters were said to have expressed dissatisfaction with the preemption of the station's regular daytime shows.



DURING the televised McCarthy-Army hearings, Sen. McCarthy handed this note to photographers asking that they take the cameras off him while he used his handkerchief. While the photographers were reading the note, Sen. McCarthy used the handkerchief.

On radio, Mutual and ABC continued to carry the full sessions of the hearing. NBC Radio devoted the 12:30-3 p.m. EDT periods to coverage, while CBS Radio presented a half-hour digest nightly.

Newspaper Pays 50%

In Chicago WBKB (TV), the ABC o&o outlet, carried the hearings last week under an arrangement with the Chicago *Sun-Times*. The newspaper agreed to defray 50% of the cost the station figured to lose by dropping regular commercial programs. Actual sum defrayed by the *Sun-Times* was understood to be some $7,000.

The telecasts were suggested by Marshall Field Jr., editor and publisher of the *Sun-Times*, as a public service venture to bring hearings originally expected to be blacked out in Chicago. (WGN-TV carried the hearings Tuesday and Thursday because of no Cubs ball games.)

Both WBKB and the newspaper reported heavy commendation for the public service project, with the station receiving numerous telephone calls and congratulatory letters from public officials, educators and viewers.

Sterling C. Quinlan, vice president in charge of WBKB, gave a conservative estimate of 300,000 home viewers. He said:

"Marshall Field and I both feel that this is a good thing. It might start a pattern for the future. The McCarthy-Army hearings take a lot of time, and the individual stations can't shoulder the burden of the cost."

The committee itself was quite conscious of the broadcast media looking and listening in to proceedings.

When Acting Chairman Karl E. Mundt (D-S. D.) received telegrams asking about reduced live video coverage, the Senator said any complaints ought to be sent to the broadcasting companies, not the committee.

Sen. Mundt also warned photographers to stop getting in the way of tv cameras when snapping pictures at the hearing. He said he had received complaints from viewers.

Sen. McCarthy wrote a note to cameramen when he had to blow his nose (see cut).

At another point early in the hearing, Sen. Mundt directed electricians to turn off or redirect one of the banks of fixed lights (needed for newsreel cameras).

Retraction Problem

A problem for the committee was how to strike from the record remarks already carried to the radio-tv audience. At one point, Sen. Mundt ordered stricken several minutes of debate on whether Sen. McCarthy was responsible for newspaper headlines on the secret hearings on Fort Monmouth, N. J. Sen. Henry M. Jackson (D-Wash.) wanted to know how this could be carried out since radio and tv had broadcast the remarks over the country. The ruling by Sen. Mundt: "Leave it in the record."

But one Senator, not on the committee, was not so radio-tv excited. Oregon's independent, Wayne Morse, suggested in telegrams to the program directors of NBC, CBS and MBS, that rebroadcasts of the Geneva Conference "would be placing first things first." According to Sen. Morse, the Geneva story was more important to the radio audience than the McCarthy-Army controversy.

Three Join DuMont

AFFILIATION of three new stations with DuMont Television Network, raising the affiliate roster to 214, was announced last week by Elmore B. Lyford, DuMont's director of station relations. New affiliates are KWTV (TV) Oklahoma City (ch. 19), owned by the Oklahoma Television Corp.; KGLO-TV Mason City, Iowa (ch. 3), owned by Lee Radio Inc., and WKBT (TV) La Crosse, Wis. (ch. 3), owned by WKBT-WKBH Television Inc.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

The New Revue every Friday, 5:30-6 p.m. (sustaining).

NBC-TV

May 3: *Voice of Firestone*, 8:30-9 p.m., Monday (Firestone Tire & Rubber Co. through Sweeney & James Co.).

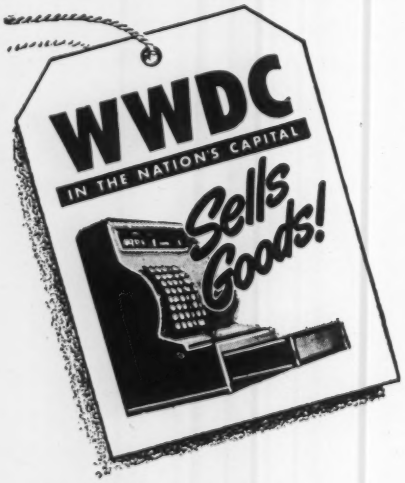
May 7: *Dave Garroway Show*, 8-8:30 p.m., Friday (Pontiac Dealers through McManus, John & Adams Inc.).

May 8: Metropolitan Museum of Art, 3:30-4 p.m., Saturday (sustaining).

May 9: *Kukla, Fran & Ollie*, 5:30-6 p.m., Sunday (Swift & Co. through J. Walter Thompson Co.).

[Note: This schedule will be corrected to press time of each issue of B•T]

The "RESULTS" STATION in Washington



Represented Nationally by John Blair & Co.

ONE LAST LOOK at the plans for NBC-TV's color tv studio at the network's Burbank, Calif., plant, is taken by (l to r) John K. West, vice president in charge of the Pacific division; O. B. Hansen, vice president and chief engineer, and Thomas W. Sarnoff, director of tv production, Hollywood, before breaking ground with their decorative shovels.

DUMONT RELOCATES FOR MONDAY BOUTS

SIGNS of a brisk competitive battle between ABC-TV and DuMont Television Network loomed last week as DuMont announced it has signed a two-year contract with the London Sporting Club Inc. for presenting *Monday Night Fights* weekly from the St. Nicholas Arena in New York, starting on May 17.

Several weeks ago ABC-TV announced it will start presenting Monday night boxing from Eastern Parkway Arena, currently carried on DuMont, on May 17 when the current cycle ends on DuMont [B•T, April 19]. The bouts over ABC-TV are scheduled to run from 9:30-11 p.m., EDT, and those over DuMont from St. Nicholas Arena from 9-11 p.m., EDT.

Thomas McMahon, DuMont's director of sports, said that the network will pay the London Sporting Club $12,500 for each Monday night card, which will include a main event, a semi-final and a set of preliminary bouts.

The 60 stations which presently are carrying DuMont's bouts from Eastern Parkway will continue to present the upcoming card from St. Nicholas Arena, Mr. McMahon said. The bouts, as in the past, will be fed to local stations for sponsorship on a local or regional basis.

Tex Sullivan, fight promoter and matchmaker, is president of the London Sporting Club. He reported last week he has applied to the New York State Athletic Commission for permission to stage the bouts. He will be assisted by Willie Gilzenber, Newark boxing promoter.

Chris Schenkel, who has described the Monday night bouts from Eastern Parkway for the past year and a half, is expected to handle the St. Nicholas bouts for DuMont.

In a development said to stem from the shift of Eastern Parkway bouts from DuMont to ABC-TV, Emil Lence, promoter, was asked to appear last Friday before the New York State Athletic Commission to explain certain tax complications. Mr. Lence was quoted as having said that charges against him have been inspired by DuMont. He reported that if the commission refuses him permission to stage bouts from Eastern Parkway, he is prepared to present the upcoming series of bouts, starting on May 17, from a locale in New Jersey.

WISH-TV to Join CBS-TV; KXJB-TV to Be Interconnected

WISH-TV Indianapolis (ch. 8) will join CBS-TV as a secondary interconnected affiliate on July 1, it was announced last week. The station is owned and operated by Universal Broadcasting Co., with Robert McConnell as general manager. WFBM-TV is CBS-TV's primary affiliate in Indianapolis.

KXJB-TV Valley City-Fargo, N. D., will be interconnected as CBS-TV primary affiliate Oct. 1. The ch. 4 station plans July 1 test patterns and maximum 100 kw from 1,085-ft. tower. It is associated with KCJB-TV Minot, N. D., which began operating year ago on ch. 13.

Three Buy 'Today' Time

THREE CLIENTS have purchased a total of 65 participations on *Today* on NBC-TV (Mon.-Fri., 7-9 a.m. EDT and CDT). Wynn Oil Co. through BBDO, New York, bought 52 participations effective June 1 for 52 weeks. Diamond Cystal Salt Co. ordered 12 participations as of May 6 through Benton & Bowles, New York. Bymart-Tintair, through Erwin, Wasey, New York, purchased one participation on May 1.

AT&T Links Three

ADDITION of WDEF-TV Chattanooga, WHO-TV Des Moines and WSEE (TV) Erie, Pa., to the AT&T nationwide tv facilities network, to receive live network tv programs brings total to 295 tv stations in 187 cities, it was announced last week.

NETWORK PEOPLE

Richard Linkroum, formerly associate producer, NBC-TV's *Home* program, appointed producer of the show, replacing **Jack Rayel,** who has resigned. **John Green,** formerly senior unit manager of *Home,* becomes associate producer; **Carl Lindeman,** previously associate producer, *Kate Smith Show,* assumes duties as unit manager of *Home,* and **Jack Fuller,** becomes head of special projects for the program.

Dallas F. Townsend Jr., manager of CBS-TV news and formerly director of special events for CBS Radio, to rejoin CBS Radio news with own newscast series, starting today (Monday). The program, *Dallas Townsend and the News* (Mon.-Fri., 11-11:10 p.m. EDT) will replace the first segment of Eric Sevareid's *News and News Analysis,* with latter program rescheduled at 11:10-11:15 p.m. EDT.

Lou Sanman, former tv producer, Biow Co., N. Y., to ABC-TV Western Div., Hollywood, as production coordinator.

Alan Handley, producer-director, NBC-TV *Dinah Shore Show,* signs term contract with network as producer-director of own package programs.

Warren Steibel, merchandising plan writer, Young & Rubicam, N. Y., to NBC Film Div., as assistant manager of advertising and promotion.

E. B. Smalley, script department, CBS Radio, Hollywood, named manager of special section, radio mimeograph department.

Ted Cott, operating vice president of NBC Radio, appointed national chairman of "Operation Booklift," plan to supply more than four million books to American service men and women throughout world and to veterans' hospitals.

Edwin M. Lieberthal, manager of broadcast operations, DuMont Tv Network, will present a summer course in "The Television Operation: Timing, Controls," at the New School for Social Research in New York, starting June 22.

Johnny Desmond and **Sam Cowling,** stars of ABC radio-tv *Breakfast Club,* to participate in 19-hour cerebral palsy telethon conducted by KBTV (TV) Denver May 1-2.

Robert Grebe, MBS, New York, press information staff, father of girl, Robin Anne, April 27.

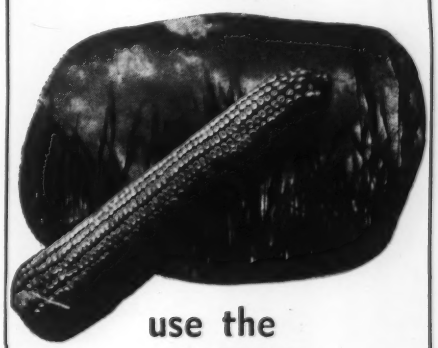
Willard Waterman, star of NBC Radio *Great Gildersleeve,* signed to re-create title role in network's tv film version.

Danny Arnold, writer for Dean Martin and Jerry Lewis, takes on similar assignment for NBC-TV *Spike Jones Show.*

Richard Gray, writer, CBS-TV *George Burns - Gracie Allen Show,* in addition joins Los Angeles div. of Columbia Television College of Chicago, as instructor in tv writing-production.

Dorothy Gordon, founder and moderator, *New York Times Youth Forum* on DuMont Tv network and WQXR New York, will speak on educational aspects of "rights and responsibilities" at April 27 luncheon during 42d annual meeting of Chamber of Commerce in Washington.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

DUMONT SHOWS 19" COLOR TUBE FOR SETS, NEW COLOR MULTI-SCANNER FOR STATIONS

Manufacturing firm says it will have a 19" color set on the market for $1,000 this fall, and expects the price to be cut in half in two years.

TWO NEW color tv developments were unveiled Wednesday at Allen B. DuMont Labs headquarters plant at Passaic, N. J., at a news demonstration preliminary to their industry showing at the NARTB convention in Chicago the end of this month.

• For broadcasters, DuMont has put into production a Color Multi-Scanner for telecasting color 16mm films, slides and opaques.

• For viewers, DuMont has produced a 19-inch color picture tube with a picture area of 185 square inches, nearly as large as that of a 19-inch monochrome tube, and utilizing a design which was described as making possible production of color tubes in the same range of sizes as are now being produced for black-and-white viewing.

The Color Multi-Scanner is an adaptation of DuMont's Monochrome Multi-Scanner which is now part of the equipment of some 30 tv stations, DuMont executives said, noting that the monochrome units can be readily changed for color film use by replacing the single tube in the scanning unit with a three-tube set-up. Cost of such conversion would be about $4,000, it was said—$2,000 for the three-tube array within the device and about the same amount for associated equipment—a small sum in comparison to the $31,000 which the Monochrome Multi-Scanner costs.

An unusual feature of the DuMont color film equipment is an electronic masker which permits the strengthening of any of the three primary colors—red, blue or green—without affecting the quality of the whites in the picture or the gray scale. In the demonstration, during which 16mm films of various types were shown, the red of a brick wall, the blue of the sky and the green of the grass and trees were brightened as the viewers watched. This masking device, which does electronically what a photographic retoucher does physically, would enable a program director to get the best color values out of a live pickup when used in connection with tv cameras, it was explained. In connection with the Color Multi-Scanner, it provided color film reproduction which DuMont spokesmen called an improvement on the original pictures and which viewers at the demonstration concurred was of high quality.

90% Use 16mm

While it would be possible to construct a multi-scanner for 35mm film, the present model, which is now in commercial production, was designed for 16mm film because about 90% of all tv stations are equipped to handle that size film, it was explained. The machine "makes possible the satisfactory telecasting of more than 80% of the vast backlog of standard types of 16mm color film shot during the past 10 years," H. E. Taylor Jr., manager of the DuMont Communications Products Division, said.

The 19-inch tube was introduced by Dr. Allen B. DuMont, president of the company, as an interim size on which production may be limited. Its importance is chiefly to prove that large-screen picture tubes for color reception, which Dr. DuMont has long maintained are essential to general public acceptance of color receivers, can be built at a reasonable price.

The cost of materials for his 19-inch tube with 185 square inches of viewing surface today totals $72, contrasted to $152 for the planar-mask type 15-inch color tube with 88½ square inches of viewing space and to $181 for the deflection-at-screen type 21-inch tube with 155 square inches of viewing space, Dr. DuMont said. DuMont will price the first 19-inch color tubes somewhere between $150 and $200, he said, predicting that within two years with volume production it could be reduced to under $100.

The tube, called a "Chroma-Sync Teletron," was described as a "shadow mask type of tube using a new DuMont mono-convergence three-beam electron gun." Color phosphors are applied directly to the curved face of the tube envelope by a photographic process which produces more than 1,300,000 red, blue and green phosphor dots on the screen in triad form, he explained. Behind the screen and curved in conformity to it, is a thin metal disk, perforated with thousands of small holes, positioned in such a manner as to insure that electrons passing through the holes will strike the correct phosphors on the screen.

The design permits a shortening of the tube to less than the length of present 15-inch color tubes, Dr. DuMont said, so that sets containing the 19-inch DuMont tubes can be housed in cabinets no larger than those for 21-inch black-and-white sets. First sets utilizing these tubes will be put on the market this fall, priced at about $1,000, he said. He predicted that within two years compatible color sets will be available at about half that price.

DuMONT'S 19" color tv picture tube uses this tri-beam electron gun. The development is said to allow a larger surface area with a relatively shorter tube.

McDonald Blasts RCA For Pushing 3-Gun Tube

DEVELOPMENT of a single-gun tube will render color tv sets now on the market obsolete, Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp., declared last week.

Addressing Zenith's annual stockholders meeting Tuesday, Comdr. McDonald also charged that RCA has been attempting to "strong arm" the introduction of color television "with the present inadequate three-gun color tube" because "it is having trouble signing up other manufacturers for renewal of patent licenses." He added that RCA "doubtless considers it has wide patent control over the three-gun tube."

The Zenith president described the present tube as a "Rube Goldberg contraption if there ever was one. It is costly and difficult to build, and its many imperfections make it the one major obstacle to development of practical and economical receivers."

Comdr. McDonald commented: "The heart of every color television set is the color tube. The color television industry—and remember, I said the whole industry—has heart trouble."

Comdr. McDonald said that the industry doubtless is putting in more work on color tubes today than it has ever before on any other one radio-tv product. He said when such a workable tube is found, Zenith will be in the forefront, and go "all out in producing and selling color receivers."

But, he added, "in the meantime we do not intend to use the American people as guinea pigs in order to help RCA sign up its patent pool licensees for another term."

WANTED

The current home addresses of those members of Sigma Delta Chi, Professional Journalistic Fraternity who may not have kept in touch with National Headquarters are urgently needed.

If you have not received communications from National Headquarters since January 1, 1954, the chances are that your current address is unknown. Important information about your membership status is being held for you. Don't delay, notify us today.

Sigma Delta Chi Headquarters
35 East Wacker Drive
Chicago 1, Ill.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
Gates Radio Co.			
WEPG South Pittsburg, Tenn.	500 w	am	new station
KSPC Sinton, Tex.	1 kw	am	new station
WFIG Sumter, S. C.	1 kw	am	power increase
WOIC Columbia, S. C.	1 kw	am	new station
WEXL Royal Oak, Mich.	1 kw	am	power increase
KAVR Apple Valley, Calif.	5 kw	am	new station

BELL LABS EXHIBITS NEW SOLAR BATTERY

The sunlight-to-electricity device might have some application for certain broadcast operations, Bell spokesmen say.

ALTHOUGH developed chiefly for use on rural telephone lines, the Bell Telephone Labs' new solar battery might have some application as a power source for broadcaster's small remote pickup units or microwave radio relays, Bell representatives speculated last week at the demonstration of the battery in Washington.

The device was on exhibit at the 91st annual meeting of the National Academy of Sciences after its unveiling in New York the previous weekend [B•T, April 26].

However, broadcasters probably would prefer conventional batteries or some other more constant power source both day and night, the Bell spokesmen said, even in those cases where the solar battery would work.

The solar "battery" actually is not a battery, they explained, because it does not store electrical energy but instead converts sunlight directly into electrical energy. Made of thin silicon strips sensitive to light, the solar battery when used on a telephone line powers the transistor amplifier in the line during the day and also charges a battery which runs the amplifier at night. The transistor and its low power requirement makes the solar battery practical, it was pointed out.

The solar battery will be tested in telephone use on an experimental line in Georgia with transistors being used, Bell officials said. The silicon strips, when linked together, can deliver power from the sun at about 50 w per square yard of surface, but in telephone use the battery is only a fraction of this size.

The 5 x 7 in. demonstration battery powered a transistor fm transmitter, the size of a package of cigarettes, which broadcast speech and phonograph music on 100 mc to a standard fm receiver on the opposite side of the room. A table lamp simulated sunlight. Spokesmen pointed out that in the earlier New York demonstration, the unit worked almost as well on a rainy day as in direct sunlight. Out-of-doors the unit can range two to three miles, they said.

The National Academy of Sciences meeting ran Monday through Wednesday and featured technical papers on a wide range of subjects, including "Electronic Reproduction of Wide-Range Signals" by Harry F. Olson of RCA and "The Morphology of Ionospheric Storms" by H. G. Booker of Cornell U. The ionosphere affects radio propagation.

MANUFACTURING SHORTS

Electran Manufacturing Co., Chicago, has published a six-page folder about Electran line of custom-made transformers, reactors, chokes, special windings and electronic devices. Available on request: 1901 Clybourn Ave., Chicago 14. Bulletin No. 53K.

Shallcross Manufacturing Co., Collingsdale, Pa. (wirewound resistors), announces new line of ½, 1 and 2 watt boro-carbon resistors, called Borohm (R). Dimensions, specifications and laboratory performance data are given in Bulletin L-33, available from the company on request.

Flying Salesman

DESCRIBED as television's "first known flying representative," Lyon Weir this week joins Television Specialty Co., New York, manufacturers and distributors of rear-screen projectors and tv production equipment, as western representative. Mr. Weir, a licensed pilot, will cover his 3½-million-square-mile territory west of the Mississippi River in his own Cessna. He was scheduled to take off last week to cover several thousand miles to service and sell 23 television stations in cities in Texas and Mexico. A company spokesman said that such a trip ordinarily would take about three months, but that Mr. Weir expected to be back in New York in less than four weeks. Mr. Weir will continue as head of Leonard Weir & Assoc., New York, tv program packager.

WEC to Close Sunbury Plant, Consolidate at Metuchen, N. J.

DECISION by the Westinghouse Electric Corp. to close its tv and radio assembly plant in Sunbury, Pa., on Aug. 27 and consolidate all production operations in the headquarters plant at Metuchen, N. J., was announced last week by R. J. Newcomb, manager of Westinghouse's Television-Radio Division.

In making the announcement to Sunbury employes, union representatives and local business and civic groups, Mr. Newcomb and other company spokesmen explained that the move was adopted because the division has been operating "two major plants at partial production for many months." Mr. Newcomb added that "no appreciable upswing in consumer demands for radio and television sets is forecast in the near future . . . therefore, to operate efficiently we must consolidate our production at one location and take full advantage of its capacity and more modern facilities."

Mr. Newcomb also said: "Our present lease of the plant runs until February 1956, and in line with that desire, we will permit any other employer who is willing and able to provide 1,000 or more jobs for Sunbury people to lease the plant rent-free for the balance of the present lease, providing legal details for such an arrangement can be worked out. No such prospective employer has been located to date, but Westinghouse will work actively toward this objective."

Martin Gets Special Duty For RCA Tube Div. Sales

PROMOTION of Ted Martin Jr., manager of the RCA Tube Division's southeastern distributor sales district, to a "special assignment" sales post by the division was announced last week by Harold F. Bersche, distributor sales manager. Lysle O. Shanafelt, an RCA sales representative in the Atlanta area, has been named to succeed Mr. Martin.

In his new post, Mr. Martin will operate out of the division's home office in Harrison, N. J., devoting himself to special sales assignments involving distributors of RCA products. Mr. Shanafelt will headquarter in the company's Atlanta office and will be responsible in his area for sales, distribution, advertising and sales promotion of the division's products.

Standard Electronics Opens Pacific, Midwest Offices

STANDARD Electronics Corp., subsidiary of Claude Neon Inc., has established Pacific Coast and Midwest branch offices for equipment sales and service to tv stations in those areas, William H. Zillger, Standard vice president, announced.

The new sales engineering district managers and offices are:

Midwest—including Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Ohio and Wisconsin: Edward W. Stone, 1039 W. Hollywood St., Chicago.

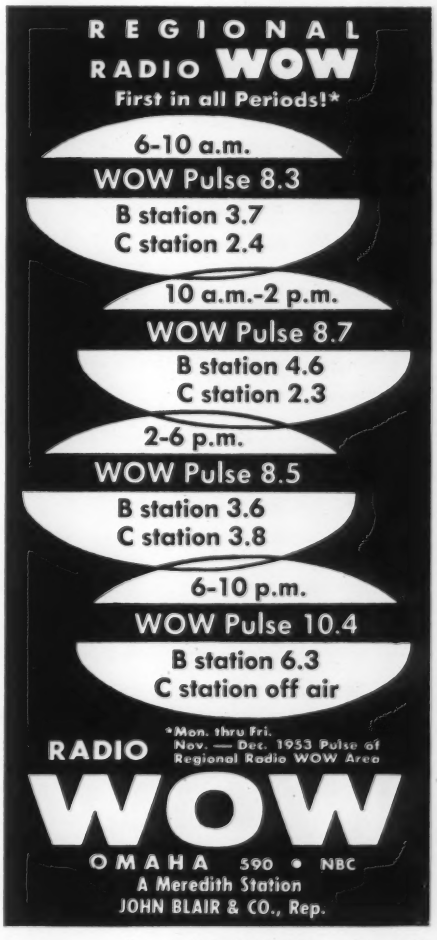
Pacific Coast—California, Oregon and Washington: Clyde Rush, C. B. Rush & Assoc., 3757 Wilshire Blvd., Los Angeles 5.

North Dakota south to and including Texas, and all states not covered between the Midwest and Pacific Coast offices: Lew Pett, 432 S. Curson St., Los Angeles.

RCA Opens Public Showings Of Its Color in New York

FIRST public demonstrations of RCA's compatible color television system was scheduled to open yesterday (Sunday) at the RCA Exhibition Hall in New York. Participating in the exhibit, which will run throughout May, will be RCA Victor and NBC's WNBT (TV) New York.

Titled "Festival of Color," the exhibit will be open from 10 a.m. to 10 p.m., and will present WNBT (TV) personalities in closed circuit color telecasts. A heavy promotional campaign is planned by WNBT (TV) during the "Festival of Color."



Station Authorizations, Applications
(As Compiled by B • T)

April 22 through April 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of March 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,532	530	101
CPs on air	7	25	†284
CPs not on air	129	15	190
Total on air	2,539	555	385
Total authorized	2,668	570	575
Applications in hearing	129	4	183
New station requests	163	3	72
Facilities change requests	133	19	25
Total applications pending	883	108	249
Licenses deleted in March	0	4	0
CPs deleted in March	0	0	11

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

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Am and Fm Summary through April 28

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,548	2,539	141	161	129
Fm	557	532	38	5	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	234	305	539[1]
Educational	12	17	29

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	255	123	378
Noncommercial on air	2	2	4

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	916	337	709	525	1,235[2]
Educational	53		27	26	53[3]
Total	969	337	736	551	1,288[4]

[1] Sixty-eight CPs (12 vhf, 56 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 29 already granted.
[4] Includes 562 already granted.

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ACTIONS OF FCC

New Tv Stations . . .

GRANTS

St. Louis, Missouri—KWK Inc. (KWK), granted vhf ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 521 ft., above ground 561 ft. Estimated construction cost $594,000, first year operating cost $1,094,424, revenue $1,300,000. Post office address: 1215 Cole Street, St. Louis 6, Missouri. Studio and transmitter location: 1215 Cole Street. Geographic coordinates 38° 38' 10" N. Lat., 90° 11' 44" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Grant was made possible by merger of competing applicants KWK, KXOK and Missouri Valley Tv Inc. When options under merger are taken, KWK will be owned 23% by present part-owner *St. Louis Globe-Democrat*, 28% by other part-owners Robert T. Convey and associates, 23% by KXOK Inc., 23% by KSTP Inc. and 3% by St. Louis residents. KSTP-AM-TV Minneapolis-St. Paul and St. Louis residents comprise Missouri Valley. FCC order requires divestment of KXOK. Granted April 23.

APPLICATIONS AMENDED

Boston, Mass.—Matheson Radio Co. amends bid for new tv station on vhf ch. 5 to change ERP to 65.2 kw visual, 32.6 kw aural; transmitter location to Chestnut St., Newton Upper Falls, Newton, Mass.; antenna height above average terrain 1,138 ft. Filed April 27.

Bristol, Va.—Appalachian Bcstg. Co. amends bid for new tv station on vhf ch. 5 to change ERP to 100 kw visual, 53.5 kw aural; transmitter location to on Holston High Knob, 700 ft. NE of Triangulation Station, 11 miles SE of Bristol; antenna height above average terrain 1,973 ft. Filed April 23.

Seattle, Wash.—Puget Sound Bcstg. Co. amends bid for new tv station on vhf ch. 7 to change ERP to 256 kw visual, 144 kw aural; transmitter location to approximately 4 miles NW of Issaquah, Wash.; antenna height above average terrain 1,350 ft. Filed April 23.

APPLICATION DISMISSED

New York, N. Y.—WHOV-TV Inc. FCC dismissed application for new tv station on uhf ch. 31 at request of attorney. Dismissed April 23.

Existing Tv Stations . . .

ACTIONS BY FCC

KQED (TV) Berkeley, Calif.—Bay Area Educational Tv Assn. granted STA to operate on reserved educational ch. 9 for the period ending Sept. 22. Granted April 16; announced April 27.

KFXJ-TV Grand Junction, Colo.—Western Slope Bcstg. Co. granted modification of CP for vhf ch. 5 to change ERP to 1.29 kw visual, 0.776 kw aural; antenna height above average terrain minus 10 ft.; completion date Nov. 22. Granted April 23; announced April 27.

WDBO-TV Orlando, Fla.—Orlando Bcstg. Co. granted modification of CP for vhf ch. 6 to change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 540 ft.; completion date Oct. 23. Granted April 23; announced April 27.

WFIE (TV) Evansville, Ind.—Premier Tv Inc. granted modification of CP for uhf ch. 62 to change ERP to 69.2 kw visual, 36.3 kw aural; completion date Oct. 10. Granted April 19; announced April 27.

WKNY-TV Kingston, N. Y.—WKNY-TV Corp. granted STA to operate commercially on uhf ch. 66 for the period ending July 22. Granted April 21; announced April 27.

WOR-TV New York, N. Y.—General Teleradio Inc. granted STA to operate facilities of WOR-TV on experimental basis, using call letters KE2XKC, to field test coding and decoding apparatus developed by Zenith Radio Corp. in connection with its Phonevision subscription tv system, for period May 15 through Aug. 15; conditions. Action April 21.

WFMZ-TV Allentown, Pa.—Penn-Allen Bcstg. Co. granted modification of CP for uhf ch. 67 to change ERP to 79.4 kw visual, 43.6 kw aural; transmitter location to 0.2 mile NE of Bauer Rock, about 3 miles SSE of Allentown; antenna height above average terrain 970 ft. Granted April 21; announced April 27.

WSEE (TV) Erie, Pa.—Great Lakes Tv Co. granted STA to operate commercially on uhf ch. 35 for the period ending Sept. 19. Granted April 22; announced April 27.

WDEF-TV Chattanooga, Tenn.—WDEF Bcstg. Co. granted STA to operate commercially on vhf ch. 12 for the period ending Sept. 28. Granted April 19; announced April 27.

WTAR-TV Norfolk, Va.—WTAR Radio Corp. granted STA to operate commercially on vhf ch. 3 (formerly on ch. 4) for the period ending June 1. Granted April 21; announced April 27.

STATIONS DELETED

WGLM (TV) Lawrence, Mass.—General Bcstg. Co. FCC deleted tv station on uhf ch. 72 at request of applicant. Deleted April 26.

WOSH-TV Oshkosh, Wis.—William F. Johns Jr. et al d/b as Oshkosh Bcstg. Co. FCC deleted tv station on uhf ch. 48 at request of attorney. Deleted April 27.

APPLICATIONS

KCCC-TV Sacramento, Calif.—Capital City Tv Corp. seeks modification of CP for uhf ch. 40 to change ERP to 185.11 kw visual, 91.7 kw aural; antenna height above average terrain 486 ft. Filed April 23.

KTVO (TV) Kirksville, Mo.—KBIZ Inc. seeks modification of CP for vhf ch. 3 to change studio and transmitter location to 4½ miles E of Lancaster on U. S. Hwy. 136. Filed April 22.

WBLD (TV) Bloomingdale, N. Y.—Great Northern Tv Inc. seeks modification of CP for vhf ch. 5 to change ERP to 57.5 kw visual, 28.8 kw aural; transmitter and studio location to Terry Mt. 7.3 miles W of Peru, N. Y.; antenna height above average terrain 1,605 ft. Filed April 27.

WHEC-TV Rochester, N. Y.—WHEC Inc. seeks modification of CP for share-time on vhf ch. 10 to change ERP to 123.9 kw visual, 66.2 kw aural; antenna height above average terrain 447 ft. Filed April 27.

WVET-TV Rochester, N. Y.—Veterans Bcstg. Co. seeks modification of CP for share-time on vhf ch. 10 to change ERP to 123.9 kw visual, 66.2 kw aural; antenna height above average terrain 447 ft. Filed April 27.

WFMZ-TV Allentown, Pa.—Penn-Allen Bcstg. Co. seeks modification of CP for uhf ch. 67 to change studio location to 1401 Cedar Crest Blvd., Allentown, Pa. Filed April 21.

WCHA-TV Chambersburg, Pa.—Chambersburg Bcstg. Co. seeks modification of CP for uhf ch. 46 to change ERP to 7.75 kw visual, 3.875 kw aural; antenna height above average terrain 1,314 ft. Filed April 21.

(Continued on page 99)

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Help Wanted

Managerial

Sales manager—Excellent financial opportunity with growing national company. Productive record necessary of training and leading men in competitive markets; large or small. Some travel. Salary, commission and traveling expenses. Chicago headquarters. Box 207D, B•T.

Salesmen

Looking? Ready for high income? Fast growing metropolitan station in southern New England. Staff and management will work with you. Clean operation where you can be successful. Let's hear from you concerning things of interest, if we are going to work together. Box 169D, B•T.

Salesman-announcer for Chicago area kilowatt daytimer. 20 hours announce time pays $125. per month. Initial 3 months guaranteed draw $275. against 15% commission. Total income $400. Interview necessary. Please send all particulars first letter. Box 171D, B•T.

Sales manager for metropolitan market, in early 30's, married. Unusual opportunity for promotion. Box 195D, B•T.

Hard hitting street or phone salesman. Some mike work allowed. Sports calling fine. Guarantee with substantial commission. Applicant needs long experience in a 3 or more station market. California. Box 225D, B•T.

Experienced salesman. 15% commission. Immediate list of excellent active accounts. Ideal working conditions. Chance for advancement in radio and television. Send full details to WBCK, WBCK-TV, Battle Creek, Michigan.

Salesman at once, man or woman. 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

50,000 watt California station needs top experienced time salesman. Permanent job with future potential. Salary plus car allowance. Write Personnel Department, McClatchy Broadcasting Co., 21st & Q Streets, Sacramento, California.

Experienced salesman to sell competitive market. Must be strong on sales and ideas. Send all replies to Box 99, Anchorage, Alaska.

Announcers

Combo-program director-morning personality: Looking for strong idea man with enthusiasm for infusing new life into bread-and-butter side of am-tv operation in coastal New England city. Must also anticipate doing personable early morning DJ show. Salary and talent. Temperament problems and drifters not considered. Box 859C, B•T.

Salesmen or announcers with 1st tickets. Western Ohio. Box 77D, B•T.

Comedy DJ—"yock-it-up". Actor's delivery on "one-liners" and quips. Natural flair for humor. Acting experience. Single. Pa., N. Y., Great Lakes area. Box 56D, B•T.

Announcer-operator with 1st class ticket. Accent on announcing. Some am-fm maintenance. Prefer married man. Car. $90 for 40 hours. Middle Atlantic state city. Box 161D, B•T.

New daytime station in eastern market of 6000 needs a permanent announcer-salesman. Maximum of 29 hours per week announcing. Balance of time to sell and service accounts. High pressure wonder boys need not apply. Nominal salary for announcing. Ten percent on sales. Reply Box 229D, B•T.

Shopping for experienced personnel for kw daytimer in agricultural area. KCNI, Broken Bow, Nebraska.

Announcers: 50,000 watt, am-tv, CBS, south Texas station, has opening for nimble-minded morning man. Combination am and tv schedule. Must have ability to spot news in local people and events of paramount interest. Send picture, tape, salary, etc., to KGBT, Box 711, Harlingen, Texas.

Help Wanted—(Cont'd)

Hillbilly disc-jockey, salesman, real rustic character strong on sales. Phone, write, wire KOGT. Orange, Texas.

Program director-announcer. Good salary commensurate with experience and ability. Play-by-play would bring extra money. Car necessary. Send photo, full information, salary requirement, references and audition to KSCB, Liberal, Kansas.

50,000 watt CBS station with tv prospect wants good, dependable staff announcer, who can also do folk music show. Send audition, biography, and photo immediately to KWKH Shreveport, Louisiana.

Immediate opening for two staff announcers on WABI-radio and television. Write, wire or phone full particulars to Program Department, WABI, Bangor, Maine.

Announcer with production ability for WMGS, Washington's "Good Music Station." Run board. Mature style, at home with foreign pronunciations, classical music. Ability to voice selling copy without punching. A good future for the right man. Base and talent now $425. monthly for experienced man. Write full experience, including earnings and references, to Terry Rogers, WGMS, Washington 4, D. C. Do not telephone or come in person until we give you an appointment.

Technical

Ohio network affiliate of more than 25 years' standing has opening for junior engineer with first class license, age 21-30, experience unnecessary but desirable, am-fm-tv operation. Only individuals who are stable, willing and interested in their work, looking for permanent employment should apply. Furnish complete information, at least four references, and salary requirements in your application. Box 82D, B•T.

Opening for licensed first class engineer. Experience not necessary. Good opportunity for right person. Send qualifications. Box 151D, B•T.

First engineer announcer daytime kilowatt. Good future. Box 190D, B•T.

Chief engineer to take complete charge of technical operation. Forty hour shift. Excellent opportunity in Maryland station. Write, wire or phone radio station WCEM, Cambridge, stating qualifications and starting salary.

First phone combo man with car needed immediately. Contact P. R. Hurlbut, WCSI, Columbus, Indiana.

First engineer, network station. Apply WSYB, Rutland, Vermont.

Production-Programming, Others

Good local newsman. Progressive news, special events minded station. Writing, announcing ability essential. Besides news "know-how" real newsman will have eagerness to accept challenges of good coverage. Salary open. Good working conditions, opportunity. Box 601C, B•T.

Women's director, 26-34, attractive for regional Pacific N.W. station, good market. Must have sales experience, good voice, to handle present accounts. Do air work on own program and spot production. Airmail resume, photo, disc or tape to Box 80D, B•T.

Wanted: Young woman for sales promotion in major market network station. Complete charge. State age, references, experience, salary desired. Will work closely with local sales, national and network merchandising and promotion. Box 222D, B•T.

Experienced continuity writer — preferably young woman, who can write strong, brisk sales copy. Good salary, good future. Send sample copy, photo and background material to Program Director, WFDF, Flint, Michigan.

Television

Help Wanted

Salesmen

Salesman: Experienced in tv, hard worker, able to close local accounts in medium sized western North Carolina market. Write stating qualifications, etc., to Box 213D, B•T.

Production-Programming, Others, etc.

Production or operations manager wanted by NBC affiliated midwest vhf station. Must have experience as director and producer and ability to handle shows personally as well as supervise others. Excellent opportunity. Box 196D, B•T.

Situations Wanted

Managerial

Successful, thoroughly experienced, mature manager available because of tv merger. Top references, nationally respected. Worth investigating. Box 651C, B•T.

Mature manager available immediately. Stress sales and low operating cost. Have money to invest if desired. Box 193D, B•T.

I have faith in am. Eleven years engineering and administrative experience. $5,000. to invest. Box 197, B•T.

Experienced journalist seeking responsible position outside government. Broadcast management, commentary, news direction, writing or public relations. Extensive professional experience includes all phases radio, some tv, in Europe and U. S. Highest recommendations. Box 203D, B•T.

Announcers

Baseball announcer. Seven years experience. Fine voice, best of references. Box 341C, B•T.

Sports announcer. Due to unusual situation in "Major League" sports market, a top-flight sports broadcaster is available. Specialist in baseball, football, basketball, plus creative sports program. Veteran, 27 years old, family man, 8 years' experience. Best reference is current employer. Write Box 745C, B•T.

Experienced, mature, announcer wishes summer replacement or immediate work. Taught radio. Experienced production, direction, copy, movie narration. Box 911C, B•T.

Staff announcer, newscaster specialty, DJ, control board. Reliable. Married. Some experience. Tape on request. Box 113D, B•T.

Experienced radio-tv staff announcer. Fine voice with excellent selling ability. Locate anywhere. Box 121D, B•T.

Experienced DJ, indie station. Prefer work 1000 mile radius New York. Tape, references. Box 128D, B•T.

Experienced, indie station. Young, reliable. Excellent references. Tape, will travel. Box 129D, B•T.

Announcer, newscaster, disc-jockey. Control board operator. Veteran. 27, deep voice. Limited experience. Good commercials. Strong staff potential. Box 156D, B•T.

Young negro announcer and DJ with light experience. 3rd ticket. Will travel. Available now. Box 158D, B•T.

Announcer, deejay. Employed middle Atlantic major-market top-rated independent. College graduate, 26, veteran. Wants northeast. Box 166D, B•T.

Newsman wants job with future. Radio or tv. Available immediately. Box 173D, B•T.

Top negro woman DJ and "Girl Friday." Versatile, good air personality. Can work board. Box 174D, B•T.

Young single announcer desires position in midwest. Strong on DJ, news and acting. Disc tape sent on request. Box 175D, B•T.

Lend me an ear. Have fine voice, thorough training, ambition—no experience. Midwestern Broadcasting graduate. 300 mile radius of Chicago. Audition disc. Box 177D, B•T.

Situations Wanted—(Cont'd)

Announcer—7 years experience all phases. Desires permanency in radio-tv station. Have first class ticket for combo work. Prefer east of Mississippi. Box 178D, B•T.

Specialty hillbilly, jazz or pop DJ, wants all-night position. Young, experienced, news, 3rd ticket. Knows music! Box 179D, B•T.

Negro DJ wants small station, tape, ticket, references, light experience. Box 182D, B•T.

Summer work—3rd phone-studio, xmtr experience. Combo. Traffic, news. New England. Box 185D, B•T.

Presently working tv as staff announcer sportscaster. Good news. Knowledge board-other controls. Desire relocate. Personable willing dependable worker. References. Box 187D, B•T.

Staff announcer, recent broadcasting school graduate. Good on news, DJ, and sports. Married, veteran, control board. No experience. Box 189D, B•T.

Sports director. Experienced in all phases radio-television. Employed. Immediate reply. Box 191D, B•T.

Announcer-copy writer (27) 2 years experience radio. Formerly 4A agency. Fine newscaster, DJ, imaginative copy. Western states. $70.00. Box 192D, B•T.

Announcer. Eager to specialize in newscasting, willing to cover newsbeat. College graduate. Prefer industrial community. Box 198D, B•T.

No fooling—announcer with a voice. Now available. Write Box 199D, B•T.

Announcer—6 years experience all phases including play-by-play sports. Hold first class license. Box 205D, B•T.

Staff announcer—newscasting and disc shows. Can work board. Desires midwest location. Married. Age 25. Vet. Box 208D, B•T.

Recent Midwestern Broadcasting School graduate wishes job as staff announcer. Available immediately. Have knowledge of board and can run same. Box 209D, B•T.

Staff announcer. Graduate Midwestern Broadcasting School. Vet., 24. Free to travel. Box 210D, B•T.

Staff announcer—recent graduate Midwestern Broadcasting School. Mature voice—strong news, DJ. Dialectition. Operate board. Married, vet. Box 211D, B•T.

Staff announcer. Strong on news, commercials, good DJ man. Can operate board. Veteran, age 24, dependable, will travel. Resume, tape. Graduate Midwestern Broadcasting School. Box 212D, B•T.

Ulcers-frustrated-neurotic. My psychiatrist recommends enlarged bankroll. Experienced, personality dee-jay; relaxed delivery, big voice. Ready for bigger things. Let's go! Box 214D, B•T.

Announcer, light experience, recent radio broadcasting school graduate. Commercial voice. DJ, news, sports, board, tape, available now. Box 215D, B•T.

Announcer. Negro. Good possibility, commercial reader, good DJ. Attended radio school. Willing to learn. Box 218D, B•T.

Announcer—graduate SRT, wishes position with small station. Good references. Available. Box 219D, B•T.

Agency suggests you snap up this enterprising young man! He's reliable, intelligent. Possess fine references. Willing to travel and learn as experience is light. Excellent potential—diligent, ambitious with a mature voice. Desires position with progressive station. Further details included in resume. Box 220D, B•T.

N.Y.C. DJ, sportscaster, newscaster seeks good station. Excellent midwest experience. Deep voice, fine delivery. Tape. Hickory 6-5935 or Box 221D, B•T.

Situations Wanted—(Cont'd)

Combo man—3rd class permit, college graduate. Experience light. Can do play-by-play football and baseball. Car, can travel. Strong news, sports, commercials. Box 224D, B•T.

Need an experienced sports director? 4½ years am and tv experience including play-by-play and all sports coverage plus staff and DJ work. 28, single, free to move. Available immediately. Box 230D, B•T.

Newscaster-announcer, experienced radio, tv. Sober, mature. Desires news director's position in news minded station. Box 232D, B•T.

Experienced all phases, young, willing. Prefer Alabama or Florida. Available June 1st. Bill Anderson, Box 221, Marion, Alabama.

Staff light experience. Strong on commercials, DJ, sports. Available immediately. Willing to travel. Single. Resume, tape upon request. Mel Barbes, 676 N. 6th Street, Newark, N. J.

Announcer, DJ, news, commercials, sports, control board operator. Some experience. Recent broadcasting school graduate. Restricted third ticket. Veteran. Tape on request. Will travel. Jerry Case, 289 Hazel Place, Union, New Jersey.

Announcer—continuity writer—four months experience. Dependable. Draft exempt. $50.00. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey. HO. 4-9976.

Staff announcer strong on news. Limited experience. Veteran. Willing to travel. Tape available. Edward Hickey, 321 East 43rd Street, New York City. MU-6-5777.

Announcer, good voice. Double-time sales, advertising sales experience — television — Lucky Strike. College. Sincere, off-staff 2 years. Start bottom. Gene Lucerino, 4318 194th Street, Flushing, N. Y.

Combo, first phone. 6 years experience. Draft exempt. Married with car, reliable. Call 2-5213 or write W. D. Loudy, 307 McKinney Street, South Boston, Virginia.

Announcer-staff-news, commercials-strong sports interest. Control board, DJ, smooth with ad-lib. Permanent. Limited experience. Veteran, single, travel. Resume, tape. Gary Martin, 230 Berkeley Avenue, Newark, New Jersey.

Announcer: Station staff, commercials, news, sports—strong. Platters smooth with ad-lib. Limited experience. Conscientious, dependable, single, veteran. Travel. Tape, resume. Tony Serran, 208 Ash Street, Valley Stream, N. Y.

Experienced, versatile announcer. Excellent references. Seeking progressive station, preferably south. Harvey Streu, 2831 Lakeview Drive, Minneapolis, Minnesota.

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Beginning Announcers, board trained, all staff duties. Pathfinder School of Radio, 737 11th Street N.W., Washington, D. C. ME. 8-5255.

Technical

Desires change about May 10. Presently employed as chief of 250 am—full announcing shift. Experienced, versatile, popular, hillbilly, news and sports shows. Veteran, family, two children, car, age 27, five years experience. Good references, $70.00 minimum. Prefer Virginia, North Carolina, West Virginia or Tennessee. Tape upon request. Box 167D, B•T.

First phone. Light am and fm. Engineering experience. Available immediately. Box 168D, B•T.

Engineer—1st class license. 12 years experience, studio, transmitter, recording and remotes for stations from 250 w to 5 kw. Prefer northeast. Box 172D, B•T.

1st phone—5½ years experience, over 4 as chief of 1 kw. Have car. Box 204D, B•T.

First phone. Technical school graduate. Some experience. Radio or tv. Will relocate. Box 216D, B•T.

Chief engineer—age 33, 12 years radio, married. All phases. Desires change. At present chief-assistant manager. Box 228D, B•T.

Situations Wanted—(Cont'd)

College graduate and former Navy radioman with first class license available early June. Ray Luttrell, 505 Fifth Ave., Huntsville, Ala.

Engineer, first phone, veteran, car, directional station experienced. Wishes permanent position. Please no south. Call Karl Vann, 108 Westmoreland, Beckley, W. Va., 9857.

First class license. Over eight years electronic experience. Will work anywhere. P.O. Box 1281, Logan, W. Va.

Production-Programming, Others

Free lance or permanent radio-tv writing, broadcasting, D. C. area. M.A. 11 years industry experience. Box 223D, B•T.

No dough, Milwaukee Brave had to go. Promotion director combined radio-tv operation midwest. 5 years varied experience. 24, single. Michael Ruppe, 1310 South 19th, Milwaukee, Wis.

Television

Situations Wanted

Managerial

Tv merger—am sale makes available top reference, economy minded, nationally respected manager. Will welcome opportunity to discuss your present or future needs and my qualification. Not above accepting lesser capacity with good associates. Twenty years successful broadcasting background. Box 652C, B•T.

Announcer

Dragnet out to catch tv job. This private "I" has client (me) experienced in radio but pursuant to ambition must get tv position commensurate with results. Write for facts. Box 186D, B•T.

Technical

Experienced tv maintenance and transmitter engineer. Presently employed. Seeking better opportunity. Western U.S.A. Box 87D, B•T.

Experienced television network station operator. First class license. Knowledge other phases television. Box 181D, B•T.

Experienced cameraman. Network affiliate. All studio operations. Desires permanent position. Box 217D, B•T.

Production-Programming, Others

Tv production. Four years major Los Angeles station. Desire relocate anywhere with future. If its in production, I'm trained to do it—program managing, production coordinating, directing. Top references. Box 200D, B•T.

Tv program director, producer, director, news and sports announcer available. Presently employed top tv station. Florida, California, Gulf Coast connection desired. 12 years radio management; 2½ years tv. Best trade references. Consider radio station manager spot. Box 202D, B•T.

Present production manager N.Y.C. firm making slides, telops, art for tv stations, advertising agencies. Desires position new tv station, handle all kinds art, photography. Have most equipment. Will relocate for good offer. Resume, samples on request. R. A. Christie, 36 Hathaway Drive, Garden City, L. I.

For Sale

Stations

1 kw daytime independent. City of 10,000. Price $39,500. Box 130D, B•T.

One of the nicest spots on the Florida coast. Profitable streamlined daytimer. Only principals with cash need reply. Box 165D, B•T.

Midwest fulltime local station making good profit with low overhead and increasing business for sale. Will sell to experienced radio manager on terms. Box 170D, B•T.

(Continued on next page)

For Sale—(Cont'd.)

Rocky Mountain indie. 1 kw. $60,000. Down $15,000. Box 176D, B•T.

Active partner: Important California indie. $6,500. to $32,500. handles. Some financing available. Qualified applicants with successful radio background only. Box 226D, B•T.

Free list of good radio buys now ready. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

Gates 250 C-1 transmitter; RC-11 Raytheon console; Raytheon limiter RL-10 and RCA-66B modulation monitor. All for $1,300.00. Box 180D, B•T.

78 rpm "Ultratone" portable electric record player. Ideal for auditioning purposes. Best offer. Used. Box 183D, B•T.

RCA BTF-3B 3kw fm transmitter 102.7 mc 1947. Good condition. 600 ft. 3⅛ inch Andrews type 425 transmission line and fittings. Collins side mount ring type antenna, 4 bay. Andrews dehydrator. Doolittle fm frequency and modulation monitor. Best offer. F.O.B. Fort Dodge. Available for inspection. Ed Breen, KVFD, Fort Dodge, Iowa.

Professional Stancil-Hoffman R4, portable tape recorder, in two cases. A fine equipment, capable of the highest quality work. Perfect mechanical and electrical condition. Excellent appearance. Quotation with complete specifications to interested parties. Address, Technical Director, KXYZ, Gulf Building, Houston, Texas.

5 new Weston meters, model #425, 0-6 amps rf. Will sacrifice for quick sale. Also, 1 Gates 250 watt tuning unit, used. J. Eric Williams, WGAT, Utica, N. Y.

No longer needed, guaranteed excellent condition shipped post-paid and insured. 1. General Radio type 1170-A frequency and modulation monitor 97.7 mc. $700.00. 2. Presto T.L.-10 tape drive 7½ and 15. $95.00. 3. RCA type BE-1A variable line equalizer. $95.00. 4. Westinghouse FM-1 transmitter 1-kw 97.7 mc. Low bidder gets it. WISR, Paul Rex, Butler, Pennsylvania.

One 600 foot Tower Construction Co. tower to mount vhf or uhf tv antenna. Also 650 feet 6⅛" coaxial line. WONE, Dayton, Ohio.

Uhf equipment for sale. General Radio 1183T3 frequency monitor, test equipment, lights, 3⅛ and 6⅛ transmission lines and fittings, 600 ft. tower, etc. All items 25% off. Write for complete list. Skyland Broadcasting Corp., 380 W. 1st Street, Dayton, Ohio.

Wanted to Buy

Stations

Experienced operator will buy or lease medium to small station in midwest or midsouth. Will be at NARTB Convention. Box 206D, B•T.

Equipment, etc.

Used 1000 watt am transmitter. Phasing equipment and 260 foot tower in first class condition. Box 184D, B•T.

Used GE BA-5 amplifier. State age, condition, price, etc. Box 194D, B•T.

FM antenna, Collins or Andrews. Low end of band. Box 201D, B•T.

3 to 10 kw fm transmitter, frequency monitor, transmission line, 4 bay antenna. Write or wire WBBQ, Augusta, Georgia.

Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 527 S.W. 12th, Portland, Oregon.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Miscellaneous

Unusual opportunity for investment in radio promotion business. Small capital required with unlimited potential for earnings. Unique enterprise already tested and sold in several large markets. Both local and national in scope. Exclusive. Has no competition. Trade-marked. Write for particulars. Box 227D, B•T.

Help Wanted

Technical

EXPERIENCED ENGINEER

Mature radio engineer with B.S.E.E. degree; experienced in broadcast and communications systems. Engineering to supervise project and construction engineering section in Europe. Good salary, housing furnished, many other advantages. Write to Claude M. Harris, Technical Director, Radio Free Europe, 110 West 57th Street, New York 19, New York.

Television

Help Wanted

Managerial

WANTED
VHF-TV STATION MANAGER
CALIFORNIA

Must have record of successful accomplishment in similar capacity, and be able to run first-class operation on an economical and efficient basis. A strong sales background, on local and national levels, is a prime prerequisite. We expect to go on the air by September 1st. An unusual opportunity awaits the right man. To be considered for a personal interview, please tell your complete story in first letter, and be sure to include recent snapshot, past earnings, compensation expected, and references, which will not be contacted without your permission. Information given will be treated strictly confidential.

Box 153D, B•T

Production-Programming, Others

TV PROGRAM DIRECTOR

Immediate opening on University Television Station. Excellent salary. If you're interested in complete details, send same immediately to Program Director, KOMU-TV, Columbia, Missouri.

Situations Wanted

THIS COULD BE YOUR PARTNER

A Manager who can make you more money.

A Manager who desires a hustling percentage of profit deal.

A Manager who is *now nationally* known as "on the air" and TV personality.

A Manager who knows well the agency, net and sponsor picture.

A Manager whose personality combines programming ability and business experience.

THIS and a twist. If you realize the money potential of the WSM or WLS operation and are willing to go at it 100%—then I'm your partner.

THIS operation I know. THIS I want to do. I'm in Chicago. Working and prosperous but determined to utilize more of my specific experience. The recent TV film venture I handled along these lines—was a quarter of a million dollars right — statements available.

THIS is directed to a radio and TV ownership with wide open mind for some tremendous money making.

THIS is the address to arrange a personal meeting.

BOX 188D, B. T.

Situations Wanted—(cont'd)

EXPERIENCED STATION MANAGER

Top-flight Station Manager-Commercial Manager seeks opportunity in South or Southwest. Prefer market of 200,000 or smaller, operating independently, strong on news, music and sports. Have top industry references.

Box 152D, B•T.

Announcer

ANNOUNCER
ENGINEER
AM-TV
FIRST PHONE
MEMBER I.R.E.

Emphasis on Announcing

For Tape and Resume Write to:

FRANK GRAHAM

86 Carlton Ave., Brooklyn 1, N. Y.

Television

Situations Wanted

Managerial

EXPERIENCED TV EXECUTIVE

with thorough knowledge of programming, production, and advertising put TV station on air and into black. Previous experience as radio and TV Program Director includes large and small markets. Looking for permanent position in programming or advertising with medium market station. Currently employed as TV Program Director wiht good salary but available with reasonable notice. Young man with college education and excellent references. Full details upon request. Box 36D, B•T.

For Sale

Equipment

FOR SALE

3KW Federal FM transmitter complete. One section Federal square loop antenna. GE frequency modulation monitor. 500' 3⅛ coax. Package deal $3,500. uncrated F.O.B. Elkhart, Indiana. Contact Bud Palmquist. Phone 4032, Bronson, Michigan. Also have 10KW Westinghouse FM transmitter priced for quick sale.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Wanted to Buy

Equipment Etc.

We Are Interested In
1, 3, 5, and 10 KW Transmitter
Both FM and AM

Please specify mfr., model no., age, condition in detail, and price.

AMBER ENGINEERING CO.
393 Greenwich St., New York 13, N. Y.

(Continued from page 94)

WLVA-TV Lynchburg, Va.—Lynchburg Bcstg. Corp. seeks CP to change transmitter location to Johnson Mt., approximately 17.5 miles SW of Lynchburg; ERP to 51.3 kw visual, 25.7 kw aural; antenna height above average terrain 1,094 ft. Filed April 22.

New Am Stations . . .

ACTIONS BY FCC

Dalton, Ga.—James Q. Honey and Kenneth H. Flynt d/b as Whitefield Bcstg. Co., granted 1430 kc, 1 kw daytime. Estimated construction cost $12,373.47, first year operating cost $35,000, revenue $48,000. Principals include **James Q. Honey** (66⅔%), general manager WGRA Cairo, Ga.; WFPM Ft. Valley, Ga., and WTUS Tuskegee, Ala., and **K. H. Flynt** (33⅓%), commercial manager WFPM. Post office address % James Q. Honey, Cairo, Ga. Granted April 28.

Ashland, Ky.—States Bcstg. System Inc., granted 1420 kc, 5 kw daytime. Estimated construction cost $29,996, first year operating cost $100,000, revenue, $120,000. Principals include President **Charles F. Trivette** (44%), former state senator and ⅓ owner WTCW Whitesburg, Ky.; **Helen H. Trivette** (8%); Secretary-Treasurer **Herman G. Dotson** (4%), attorney in Pikesville, Ky.; **Hazel T. Dotson** (4%); Vice President **Elmo Mills** (4%), auto dealer in Freeburn, Ky., and **Betty O. Mills** (4%). Post office address % Charles F. Trivette, 1500 Beverly Blvd., Ashland. Granted April 28.

Washington, Mo.—Leslie P. Ware d/b as Franklin County Bcstg. Co., granted 1220 kc, 250 w daytime. Post office address 411 Hampshire Court, Webster Groves, Mo. Estimated construction cost $15,700, first year operating cost $30,000, revenue $40,000. Mr. Ware is general manager KXLW St. Louis, Mo. Granted April 28.

Amarillo, Tex.—David P. Pinkston, David R. Worley, Leroy Elmore & W. J. Duncan d/b as Panhandle Bcstg. Co., granted 1310 kc, 1 kw daytime. Estimated construction cost $25,950, first year operating cost $50,000, revenue $60,000. Principals in partnership include **D. R. Worley** (30%), owner KLEA Lovington, N. M., and 20% owner KTNM Tucumcari, N. M., and 20% stockholder KDAV Lubbock, Tex.; **D. P. Pinkston** (30%), general manager-40% owner KDAV; **Leroy Elmore** (30%), 40% owner KDAV, and **W. J. Duncan** (10%), assistant manager KDAV. Granted April 28.

Wanted to Buy

Stations

TAKE THAT CAPITAL GAIN
SELL NOW

We're interested in your AM station, fulltime or day, if any major market. All replies confidential. Send details to Box 231D, B•T.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

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EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

PERSONNEL PROBLEMS?
We render a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.
Griffin & Culver Personnel (Agency)
280 Madison Ave., New York, N.Y. ORegon 9-2690
Paul Baron, Dir., Radio TV and Film Div.
Resumes welcomed from qualified people.

APPLICATION

Paducah, Ky.—E. Weaks McKinney-Smith, 1560 kc, 500 w unlimited, directional. Post office address P. O. Box 68, Paducah. Estimated construction cost $22,580, first year operating cost $48,500, revenue $60,000. Mr. McKinney-Smith, food broker, is sole owner. Filed April 20.

APPLICATIONS DISMISSED

Muncie, Ind.—Eastern Ind. Radio Corp. FCC dismissed bid for new am station on 940 kc 250 w daytime at request of attorney. Dismissed April 23.

Grass Valley, Calif.—Charles E. Halstead Jr. tr/as Grass Valley-Nevada City Bcstrs. FCC dismissed bid for new am station on 1230 kc 250 w unlimited at request of applicant. Dismissed April 23.

Redwood Falls, Minn.—Charles B. Persons. FCC dismissed bid for new am station on 1490 kc 100 w unlimited at request of applicant. Dismissed April 23.

Existing Am Stations . . .

ACTIONS BY FCC

KFRB Fairbanks, Alaska—Alaska Bcstg. Co. granted CP to change from 790 kc 5 kw unlimited to 900 kc 10 kw unlimited. Granted April 28.

WAHR Miami Beach, Fla.—Alan Henry Rosenson granted CP to increase power from 100 w to 250 w. Granted April 28.

WIBV Belleville, Ill. — Belleville Bcstg. Co. granted CP to change from 1060 kc 250 w daytime to 1260 kw 1 kw day. Granted April 28.

New Fm Stations . . .

ACTION BY FCC

Effingham, Ill.—Illinois Bcstg. Co. granted CP for new fm station on ch. 239 (95.7 mc); ERP 20 kw; antenna height above average terrain 295 ft. Granted April 28.

Existing Fm Stations . . .

ACTIONS BY FCC

WENR-FM Chicago, Ill. — American Bcstg.-Paramount Theatres Inc. granted CP to change ERP to 14.5 kw; antenna height above average terrain 580 ft. Granted April 21; announced April 27.

WOC-FM Davenport, Iowa—Tri-City Bcstg. Co. granted modification of CP to change ERP to 33 kw; antenna height above average terrain to 490 ft. Granted April 28.

WOMI-FM Owensboro, Ky.—Owensboro Bcstg. Co. granted CP to change from 60 kw to 19.5 kw. Granted April 28.

WWJ-FM Detroit, Mich.—Evening News Assn. granted modification of CP to change ERP from 100 kw to 50 kw; antenna height above average terrain to 480 ft. Granted April 28.

Ownership Changes . . .

ACTION BY FCC

WBEL Beloit, Wis.—Beloit Bcstrs. Inc. granted voluntary acquisition of negative control by Lloyd Burlingham & Russell G. Salter through purchase of remaining ⅓ interest from L. D. Fitzgibbons for $27,500. Messrs. Burlingham & Salter will each now own 50% interest. Granted April 20; announced April 27.

APPLICATIONS

KAFP Petaluma, Calif.—S. W. Warner & E. N. Warner d/b as Warner Brothers seeks voluntary assignment of license to Redwood Empire Bcstg. Co. for $30,000. Principals include **Arthur T. Shields** (40¼%), secretary-general manager WLDY Ladysmith, Wis.; **Corrine A. Shields** (10%); **Jeffry E. Evans** (24¾%), engineer WLDY; **Stephen H. Evans** (12.5%), announcer-engineer WLDY, and **Gerald K. Hauser** (12.5%), salesman WLDY. Filed April 16.

KLIR Denver, Colo.—Frank Donald Hall tr/as Denver Bcstg. Co. seeks voluntary assignment of license to George Basil Anderson for $75,000. Mr. Anderson is owner of KJSK Columbus, Neb., and KJRG Newton, Kan. Filed April 15.

KLVC Leadville, Colo.—Leadville's Top of the Nation Station Inc. seeks assignment of license to Arline S. Hodgins for $21,000. Mrs. Hodgins is applicant for new daytime station at Aurora, Colo., on 1430 kc 1 kw and is presently employed at Denver arsenal. Filed April 20.

WBAR Bartow, Fla.—William Avera Wynne seeks voluntary assignment of license to Radio Station WBAR Inc. for $26,500. Principals include President **W. A. Wynne** (69.09%); Vice President **Anne H. Wynne** (3.63%); Secretary-Treasurer **Clarence E. Leeper** (17.47%), ⅓ owner WPNX Phenix City, Ala.; **Roy M. Greene** (3.63%), majority owner WHWD Hollywood, Fla., ⅓ owner WPNX and 55% owner WGLT Lanette, Ala. Filed April 16.

WHWD Hollywood, Fla.—Circle Bcstg. Corp. seeks voluntary assignment of license to Arnold Bcstg. Co. for $18,000 and assumption of liabilities for $6,500. President-Treasurer **Earle Silver** (25%), manager WHWD, and advertising agency; Vice President **Louis Baron** (10%), auto dealer, store and merchandising manager; Secretary **Joe Cohen** (5%), warehouse and store manager; **Sophie N. Silk** (45%); **Joan Baron** (10%), and **Ruth Cohen** (5%). Filed April 19.

WABR Winter Park, Fla. — Orange County Bcstrs. Inc. seeks voluntary transfer of control to Ray Herbert Gunckel Jr. through sale of all stock for $2,800. Mr. Gunckel is applicant for new am station on 1280 kc at Jacksonville and is engaged in sales of phonographs, records and accessories. Filed April 16.

WKTG Thomasville, Ga.—Southern Bcstg. System Inc. seeks assignment of license to Southern Radio & Equipment Co. (WOBS-AM-TV Jacksonville, Fla.) for $62,000. Principals include President **E. D. Rivers Sr.** (60%), president-majority stockholder WLBS Birmingham, Ala., and WMIE Miami, Fla., and owner of WCTV Thomasville, Ga.; Secretary **Carmen Macri** (10%); Vice President-Treasurer **J. R. Sharpe** (10%), secretary-minority stockholder WLBS and WIME; **Wyolene W. Rivers** (10%), and **Mrs. J. J. Nangham Jr.** (10%), minority stockholder WLBS. Filed April 21.

WTVH-AM-TV Peoria, Ill.—Hilltop Bcstg. Co. seeks voluntary transfer of control to The Peoria Journal Star Inc. through purchase of 55% interest for $55,000 and assumption of obligation for $155,000 from Hugh R. Norman and Edward C. Schoede. Principals include President **Carl P. Slane** (11%); Executive Vice President **Henry P. Slane**; Treasurer **L. A. Welch**; Secretary **W. L. Rutherford**; **Commercial National Bank, Carl P. Slane & Elizabeth P. Talbott,** co-trustees under will of Henry M. Pindell (53%); First National Bank, trustee under will of Fannie G. Baldwin (28%). Filed April 18.

KAKE-TV Wichita Kan. — KAKE Bcstg. Co. seeks assignment of CP for vhf ch. 10 to KAKE-TV Inc. Application is to carry out merger agreement whereby competitor Mid-Continent Tv Inc. withdrew its application and received option to purchase 50% interest. Principals include President **Mark H. Adams** (6.25%); Vice President **Theodore Gore** (6.5%); Vice President **Tom Palmer** (14%); Vice President **H. Zoller** (12%); Secretary **Ralph Gore** (6.5%); Asst. Secretary-Treasurer **Charles E. Jones** (6.25%), and Treasurer **Robert B. Dockum** (9.5%). Filed April 15.

WHXY Bogalusa, La.—Charles W. Holt & Dave A. Matison Jr. d/b as Bogalusa Bcstg. Co. seeks voluntary assignment of license to Bogalusa Bcstg. Corp. for $10,000. Principals retaining identical interests are: President **D. A. Matison Jr.** (50%), Vice President **Charles W. Holt** (49%), and Secretary **Connie I. Holt** (1%). Filed April 22.

KREL-AM-FM Baytown, Tex.—Tri-Cities Bcstg. Co. seeks voluntary transfer of control to J. B. Blayton & Assoc. (WERD Atlanta, Ga.) through sale of all stock for $75,000. Principals include President **J. B. Blayton Sr.** (97%), Vice President-Treasurer **J. B. Blayton Jr.** (1%), and Secretary **Miss Doris A. Blayton** (1%). Filed April 23.

WDBJ-AM-FM Roanoke, Va. — Times-World Corp. seeks involuntary transfer of control to First National Exchange Bank of Roanoke (49%), executor and trustee of the estate of J. P. Fishburn, deceased. Filed April 22.

Hearing Cases . . .

INITIAL DECISIONS

Providence, R. I.—Vhf ch. 12 proceeding. FCC Hearing Examiner Herbert Sharfman issued initial decision setting forth findings of fact without recommendation in the proceeding involving the applications of Cherry and Webb Broadcasting Co. for a construction permit for new tv station on ch. 12 in Providence, R. I., and special temporary authorization for interim operation, which involved protest filed by Channel 16 of Rhode Island Inc., Providence. As directed in the Commission's memorandum opinion and order of Oct. 28, the examiner certified the hearing record to the Commission. Parties have 15 days in which to file exceptions and 7 days thereafter to file replies. The Commission will hear oral argument on any exceptions filed to the examiner's findings and, in addition, will hear argument on hearing issue No. 6 to determine whether grant would be consistent with the provisions of law, policies, practices and rules established by the Commission, and whether the procedures followed meet the requirements of Sec. 3(a) of the Administrative Procedure Act and due process of law. After oral argument, the Commission will issue a final decision. Action April 27.

Port Arthur, Tex.—Vhf ch. 4 proceeding. FCC Hearing Examiner James D. Cunningham issued initial decision looking toward affirming the Commission's memorandum opinion and order of April 22, which dismissed the application of Jef-

ferson Amusement Co., Port Arthur, Tex., as ineligible for consideration in the consolidated proceeding with the applications of Smith Radio Co. and Port Arthur College, both Port Arthur, Tex., for new tv station on ch. 4. Action April 22.

OTHER ACTIONS

Ft. Smith, Ark.—Vhf ch. 5 proceeding. FCC granted petition of George T. Hernreich for dismissal without prejudice of his application for new tv station on vhf ch. 5; retained in hearing application of American Tv Co. Action April 28.

Fresno, Calif.—Vhf ch. 12 proceeding. By order, the Commission denied petition filed March 2 by KARM, The George Harm Station, requesting reconsideration of that part of Commission Order of Feb. 24 which denied KARM's previous petition to add an issue in the proceeding involving its application and that of California Inland Broadcasting Co. for new tv station on ch. 12 in Fresno, Calif., with respect to the financial qualifications of both applicants and the consideration of these qualifications on a comparative basis. Action April 22.

Miami, Fla.—Vhf ch. 10 proceeding. By memorandum opinion and order, the Commission directed Public Service Television Inc. to submit within 60 days a statement or statements, subscribed and sworn to by responsible officers of National Airlines (parent corporation), setting forth in terms responsive to the provisions of Section 310(a)(5) of the Communications Act, the citizenship of the stockholders of National Airlines; further ordered that a petition filed Jan. 25, by WKAT Inc., for enlargement of hearing issues with respect to the legal qualifications of Public Service Television Inc., be held in abeyance pending receipt of above-mentioned information. Proceeding involves applications of WKAT Inc., Miami Beach, Fla., L. B. Wilson Inc., and Public Service Television Inc., both Miami, Fla., and North Dade Video Inc., North Miami, Fla., for a construction permit for a new tv station to operate on ch. 10. Action April 22.

Honolulu, Hawaii—By order, the Commission dismissed the proceeding in Docket 10745 involving a cease and desist order of Nov. 5, directed at Henry K. Lindsey and Edwin J. Klein in connection with the operation of an unlicensed tv booster station at Honolulu, Hawaii, since discontinued. Action April 22.

WGRD Grand Rapids, Mich.—Music Bcstg. Co. By memorandum opinion and order, granted that part of request by WGRD for oral argument on the Commission's order of Dec. 29, prohibiting WGRD from operating prior to local sunrise; scheduled same to be heard June 4. The remainder of WGRD's petition is dismissed. Action April 28.

Minneapolis, Minn.—Vhf ch. 9 proceeding. FCC granted petitions of WLOL and WDGY for dismissal without prejudice of their applications for new tv stations on vhf ch. 9; retained in hearing application of KEYD. Action April 28.

Key Bcstg. System Inc., Bayshore, N. Y.; Edward J. Fitzgerald Riverhead, N. Y.; WAVZ New Haven, Conn.—FCC designated for hearing applications of Key and Fitzgerald for new am stations on 1300 kc, 1 kw, D, and application of WAVZ to change operation from 1260 kc, 1 kw, D, to 1300 kc, 1 kw, DA-N, U; made WTNJ Trenton, N. J.; WJLK Asbury Park, N. J., and WOV New York, N. Y., parties to proceeding. Action April 28.

Portsmouth, Norfolk, Va.—Vhf ch. 10 proceeding. By memorandum opinion and order, the Commission denied petition filed Jan. 7 by Portsmouth Radio Corp. seeking enlargement of the issues with respect to the financial qualifications of Beachview Broadcasting Corp. in the consolidated proceeding involving these applications for a new tv station on ch. 10 in Portsmouth, Va., and Norfolk, Va., respectively. By order, the Commission denied a motion filed Jan. 8 by Beachview Broadcasting Corp., requesting dismissal of the application of Portsmouth Radio Corp. or, in the alternative, to enlarge issues with respect to Portsmouth's legal and financial qualifications, in the above-mentioned proceeding. Action April 22.

WGKV Charleston, W. Va.—By order, the Commission denied petition filed by Kanawha Valley Bcstg. Co. for reconsideration and rehearing, and request for immediate grant of its application for change in facilities of station WGKV Charleston, W. Va., from 1490 kc, 250 w, unlimited, to 1300 kc, 1 kw, unlimited, install DA system for both day and night use and change transmitter location. The petition was directed against Commission decision of June 26, which denied Kanawha's application and that of Capitol Broadcasting Corp. to change facilities of station WCAW Charleston, W. Va., from 1400 kc, 250 watts, unlimited, to 1300 kc, 1 kw, unlimited, install DA for both day and night use and change transmitter location. Action April 22.

Whitefish Bay, Wis.—Vhf ch. 6 proceeding. FCC by memorandum opinion and order granted petition of Midwest Broadcasting Co. (WCAN-TV, ch. 25), Milwaukee, Wis., insofar as it requests participation in the hearing on applications of Independent Television Inc., et al, for ch. 6 in Whitefish Bay, Wis., and denied in all other respects; designated for consolidated hearing applications of Independent Television Inc., Cream City Broadcasting Co. and The Hearst Corp., applicants for ch. 6 in Whitefish Bay; said hearing to be held May 28. Comr. Doerfer concurred in hearing order but dissented to grant to Midwest to intervene. Action April 28.

Hearing Calendar . . .

May 3

Tampa, Fla.—Vhf ch. 13, oral argument before Commission en banc—WDAE, Tampa Tv Co., Orange Tv Bcstg. Co.

Huntington, W. Va.—Vhf ch. 13, before Examiner John B. Poindexter—WHTN, WPLH.

Phoenix, Ariz.—Vhf ch. 3, further hearing before Examiner Millard F. French—KTAR, Arizona Tv Co.

May 4

Wichita Falls, Tex.; Lawton, Okla.—New am, 1050 kc, before Examiner Thomas H. Donahue—W. Erle White tr/as White Radio Co., Wichita Falls, Lawton Bcstg. Co., Progressive Bcstg. Co., Lawton.

Pontiac, Mich.—New am, 1460 kc, further hearing before Examiner William G. Butts—James Gerity Jr., WKMF Flint, Mich.

Sheboygan, Wis.—New am, 800 kc, before Examiner Herbert Sharfman—Lake Shore Bcstg. Co., WAIT, WBBM, Chicago.

May 5

Killeen, Tex.—New am, 1050 kc, further hearing before Examiner Annie N. Huntting—W. A. Lee, A. W. Stewart & Franklin T. Wilson d/b as Highlite Bcstg. Co.

May 6

WJET Erie, Pa.—Change from 1570 kc to 1400 kc, before Examiner H. Gifford Irion—WBNY Buffalo.

May 7

Dothan, Ala.—Vhf ch. 9, before Examiner Claire W. Hardy—WOOF, Ala-Fla-Ga Tv Inc.

Chicago, Ill.—Vhf ch. 2, hearing conference before Examiner Herbert Sharfman—Zenith Radio Corp., CBS.

Rule-Making Petitions . . .

3-29-54—Cotton Belt Bcstg. Co., Greenville, Miss.—Petition to allocate vhf ch. 6 from Clarksdale, Miss., to Greenville, Miss. (Sec. 3.606).

3-29-54—Commonwealth Bcstg. Corp., Norfolk, Va.—Petition for Rule Making to amend Sec. 3.606 of the Commission's Rules & Regulations so as to add ch. 13—to Princess Anne, Va.; add ch. 12 to Arapahoe, N. C.; & delete ch. 13 from New Bern, N. C., or add ch. 13 to Princess Anne, Va.; add ch. 12 to Arapahoe, N. C.; delete ch. 13 from New Bern, N. C., and add ch. 36 to New Bern, N. C., or add ch. 13 to Princess Anne, Va.; delete ch. 13 from New Bern, N. C., & add ch. 36 to New Bern, N. C. (Sec. 3.606).

4-9-54—Delta Tv Inc., Monroe, La.—Petition to amend Sec. 3.606 so as to assign ch. 13 to Monroe, La., in place of ch. 43, and an order directing Delta Tv Inc., to show cause why its authorization for station KFAZ in Monroe should not be modified to specify operation on ch. 13 in place of ch. 43 (Sec. 3.606).

4-12-54—WSM Inc., Nashville, Tenn.—Motion for extension of time for opposing the petition filed by American Bcstg. Corp. (Secs. 3.606, 3.610 (a)(1) & Fig. 1, Appendix 1).

4-12-54—Sunbury Bcstg. Corp., Sunbury, Pa.—Petition to amend Sec. 3.606 so as to substitute ch. 38 for ch. 65 at Sunbury, Pa.; substitute ch. 74 for ch. 38 at Lewiston, Pa.; add ch. 65 to Shamokin, Pa. (Sec. 3.606).

4-20-54—Commonwealth Bcstg. Corp., Norfolk, Va.—Supplement to petition (filed 3-29-54) for rule making to amend Sec. 3.606 of the Commission's Rules & Regulations so as to add ch. 13 to Princess Anne, Va.; delete ch. 13 from New Bern, N. C.; add ch. 36 to New Bern, N. C.; add ch. 12 to Arapahoe, N. C., and delete ch. 27 from Norfolk-Portsmouth, Va. (Sec. 3.606).

Routine Roundup . . .

April 22 Applications

ACCEPTED FOR FILING

License for CP

KCAL Redlands, Calif., Southwest Bcstg. Co.—License to cover construction permit (BP-8643, as modified) which authorized new standard broadcast station (BL-5262).

WBRN Mt. Pleasant, Mich., Paul A. Brandt—License to cover construction permit (BP-9074) which authorized increase in power from 500 w to 1 kw (BL-5261).

WICK Scranton, Pa., Scranton Radio Corp.—License to cover construction permit (BP-7184) as modified which authorized new standard broadcast station (BL-5264).

Modification of CP

WRBS Bay Shore, N. Y., Great South Bay Bcsgt. Co.—Modification of construction permit (BHP-1873) which authorized new fm station for extension of completion date (BMPH-4911).

KTYL-TV Mesa, Ariz., Harkins Bcstg. Inc.—Mod. of CP (BPCT-1409) as mod., which authorized new tv station for extension of completion date to November, 1954 (BMPCT-2072).

KCOA (TV), Corona, Calif., KOWL Bcstg. Co.—Mod. of CP (BPCT-1494) which authorized new tv station for extension of completion date to 11-16-54 (BMPCT-2069).

WMUR-TV Manchester, N. H., The Radio Voice of New Hampshire Inc.—Mod. of CP (BPCT-1095) as mod., which authorized new tv station for extension of completion date to 7-5-54 (BMPCT-2067).

WTVE (TV) Elmira, N. Y., John S. Booth, et al d/b as Elmira Television—Mod. of CP (BPCT-1161) as mod., which authorized new tv station for extension of completion date from 5-19-54 (BMPCT-2070).

WSBA-TV York, Pa., Susquehanna Bcstg. Co.—Mod. of CP (BPCT-302) as mod., which authorized new tv station for extension of completion date (BMPCT-2071).

April 23 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

RCA Communications Inc.—Granted petition for dismissal without prejudice the proceedings in the matter of RCA's proposed amendment of Tariff F. C. C. No. 58 to permit aviation companies to qualify as authorized users without being directly connected to a leased radio channel (Docket 10949) (Action 4/22).

Savannah, Ga., WJIV-TV Inc.—Granted petition of April 13 for dismissal of petition of April 6 for extension of time to file exceptions to the initial decision in proceeding re its application and that of WSAV Inc., for ch. 3 in Savannah, Ga. (Dockets 10517-18) (Action 4/20); denied petition of April 19 for an extension of time to May 4 to file exceptions to the initial decision in this proceeding (Action 4/22).

Chief Broadcast Bureau—Granted petition for an extension of time to May 3 to file exceptions to the initial decision re ch. 3 proceeding in Savannah, Georgia (Dockets 10517-18) (Action 4/22).

By Hearing Examiner Charles J. Frederick

Jacksonville, Fla., Florida-Georgia Television Co.—By Memorandum Opinion and Order denied petition for leave to amend its application for ch. 12 to specify a 1,000-foot tower in a certain industrial section of Jacksonville, Florida, instead of the 549-ft. tower in the location presently specified (Docket 10834; BPCT-1624) (Action 4/23).

CAROLINAS

Fulltime Network
$55,000.00

Regional station with nice gross in need of creative owner-manager. $20,000.00 down will handle for right party.

Daytime Independent
$37,500.00

Single station market with good payroll, 10,000 population. Current earnings over $1000.00 per month. Combined operation. Excellent financing.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Hastings, Neb., The Seaton Pub. Co., Strand Amusement Co.—On the Examiner's own motion, postponed indefinitely the hearing conference heretofore scheduled to be held on April 23 re applications for ch. 5 in Hastings (Docket 10965-66) (Action 4/21).

Norfolk, Va., Beachview Bcstg. Corp.; Portsmouth, Va., Porstmouth Radio Corp.—Granted joint petition for an extension of time from April 30 to May 17, to file proposed findings and conclusions in re their applications for ch. 10 (Dockets 10800-01) (Action 4/21).

By Hearing Examiner Thomas H. Donahue

Seattle, Wash., Queen City Bcstg. Co.—Dismissed petition of March 22 to enlarge issues in ch. 7 proceeding (Dockets 9030 et al).

By Hearing Examiner Herbert Sharfman

Miami Beach, Fla., WKAT Inc.; Miami, Fla., L. B. Wilson Inc., North Dade Video Inc., Public Service Television Inc.—By Memorandum Opinion and Order denied petition of Public Service Television, Inc. to limit the scope of depositions in ch. 10 proceeding; that no party shall present more than 25 deponents as to the "public service" record of itself and its principals; and continued further hearing conference from May 17 to May 19 (Dockets 9321 et al).

April 23 Applications

ACCEPTED FOR FILING

Modification of CP

WABL Columbia, Miss., Louis Alford, Phillip D. Brady, Albert Mack Smith d/b as Southwestern Bcstg. Co. of Miss.—Mod. of CP (BP-8516) as modified, which authorized new standard broadcast station for extension of completion date (BMP-6510).

KFBB Great Falls, Mont., Buttrey Bcst. Inc.—Mod. of CP (BP-8908) which authorized mounting tv antenna on top of am tower and change in transmitter location for extension of completion date (BMP-6505).

WRNY Rochester, N. Y., Rochester Bcstg. Co.—Extension of authority to transmit baseball games to Station CFRA Ottawa, Canada from Rochester (BFP-248).

WSPN Saratoga Springs, N. Y., Spa Bcstrs, Inc.—Mod. of CP (BP-6808) as modified, which authorized new standard broadcast station for extension of completion date (BMP-6506).

WCKM Martinsburg, Pa., Carl W. Kensinger and Robert E. Meredith—Mod. of CP (BP-8983) which authorized new standard broadcast station for approval of antenna, transmitter location and specify studio location (BMP-6509).

WEWS (TV) Cleveland, Ohio, Scripps-Howard Radio Inc.—Mod. of CP (BPCT-1291) as modified, which authorized changes in facilities of existing tv station, for extension of completion date to 11-1-54 (BMPCT-2075).

WAIM-TV Anderson, S. C., Wilton E. Hall—Mod. of CP (BPCT-865) which authorized new tv station for extension of completion date to 12-15-54 (BMPCT-2073).

April 26 Applications

ACCEPTED FOR FILING

Renewal of License

WKOP-FM Binghamton, N. Y., The Binghamton Bcstrs. Inc. (BRH-746).

Remote Control

WHCU-FM Ithaca, N. Y., Cornell U. (BRCH-84).

License for CP

WOPI-FM Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.—License to cover CP (BPH-1893) which authorized changes in licensed station (BLH-958).

Modification of CP

KYTV (TV) Springfield, Mo., Springfield Tv Inc.—Mod. of CP (BPCT-800) as modified, which authorized new tv station for extension of completion date to 11-15-54 (BMPCT-2078).

KUTV (TV) Salt Lake City, Utah, Utah Bcstg. and Tv Corp.—Mod. of CP (BPCT-1496) as modified, which authorized new tv station for extension of completion date to 11-25-54 (BMPCT-2076).

KVAN-TV Vancouver, Wash., KVAN Inc.—Mod. of CP (BPCT-959) as mod., which authorized new tv station for extension of completion date to 10-15-54 (BMPCT-2077).

Modification of CP

WDAN Danville, Ill., Northwestern Pub. Co.—Mod. of CP (BP-8994) which authorized erection of new antenna and mount tv antenna on top (increase in height) for extension of completion date (BMP-6512).

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• Established TV Stations
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Miami, Florida

WSTV Steubenville, Ohio, WSTV Inc.—Mod. of CP (BP-8968) which authorized erection of a new tower, remove fm antenna, and change location 415 feet for extension of completion date (BMP-6513).

Renewal of License

KJAN Atlantic, Iowa, George Basil Anderson (BR-2510).

License for CP

KSWS-TV Roswell, N. M., John A. Barnett—License to cover CP (BPCT-888) as modified, which authorized new tv station (BLCT-197).

APPLICATION DISMISSED

Julian M. Kaufman, San Diego, Calif.—Permit to transmit tv programs from apparatus located at 4231 Park Blvd., San Diego, Calif. to tv station XETV Mount San Antonio, Tijuana, Mex. (BFP-243).

April 27 Decisions

BROADCAST ACTIONS

Actions of April 23

Modification of CP

KBLR Phoenix, Ariz., James T. Ownby—Granted Mod. of CP for approval of antenna, transmitter and studio location; condition (BMP-6469).

The following were granted Mod. of CP's for extension of completion dates as shown:

WBUZ Oakland, Md., to 6-17-54; KFXJ-TV Grand Junction, Colo., to 11-22-54; WSBA-TV York, Pa., to 11-22-54; KYTV Springfield, Mo., to 11-15-54; WEWS Cleveland, Ohio, to 11-1-54; KVAN-TV Vancouver, Wash., to 11-23-54; WJIM Lansing, Mich., to 7-26-54; WSVA Harrisonburg, Va., to 11-17-54, cond.

Actions of April 21

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WBIS Bristol, Conn.; WPME Punxsutawney, Pa.; KOVO Provo, Utah; WTMC Ocala, Fla.; KNEA Jonesboro, Ark.; WHHM Memphis, Tenn.; WBAY Green Bay, Wis.; WHMP Northampton, Mass.; KAVR Apple Valley, Calif.; KFST Big Spring, Tex.; KDUB Lubbock, Tex.; WKEI Kewanee, Ill.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown: WMUR-TV Manchester, N. H., to 10-26-54; KTYL-TV Mesa, Ariz., to 11-19-54.

Actions of April 20

Modification of License

WAVI Springfield, Ohio, WWSO Bcstg. Corp.—Granted Mod. of license to change name to WAVI Bcstg. Corp. (BML-1582).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WCBF-TV Rochester, N. Y., to 8-10-54; WTVE (TV) Elmira, N. Y., to 11-19-54; WNEW New York, N. Y., to 5-1-55, condition.

Actions of April 19

Granted License

WOWL Florence, Ala., Radio Muscle Shoals Inc.—Granted license covering changes in the antenna and ground system (increase height of antenna) (BL-5246).

WMRE Monroe, Ga., Walton Bcstg. Co.—Granted license for am broadcast station; 1490 kc, 250 w, U (BL-5248).

Modification of CP

KSL-TV Salt Lake City, Utah, Radio Service Corporation of Utah—Granted Mod. of CP for extension of completion date to 11-1-54.

April 28 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Claire W. Hardy

WCBI Columbus, Miss., Columbus Bcstg. Co.—Gave notice of pre-hearing conference to be held on May 10, 1954, in proceeding re (Docket 10882; BP-8977).

By Hearing Examiner H. Gifford Irion

Desert Tv Co., Las Vegas, Nev.—Advanced from 2 p.m. to 10 a.m. on April 30 the hearing now scheduled for tv ch. 13 (Docket 10895).

Granted joint petition of Richmond Newspapers, Inc., and Richmond Tv Corp., applicants for ch. 12 in Richmond, Va., to reopen the record in this proceeding (Dockets 8945, 10805), for the purpose of considering the admissibility of certain material attached to petition, and the hearing will reconvene on April 27 for this sole purpose.

By Hearing Examiner Thomas H. Donahue

White Radio Co., Wichita Falls, Tex., Lawton Bcstg. Co., Lawton, Okla., Progressive Bcstg. Co., Lawton, Okla—Granted petition of Progressive for continuance of consolidated hearing from May 4 to May 12 in re applications for am stations (Docket 10719 et al).

By Hearing Examiner Herbert Sharfman

On request of Wisconsin Bcstg. System Inc., et al, applicants for ch. 12 in Milwaukee, Wis., the further hearing conference scheduled for April 26 is continued to May 10 (Docket 8954 et al).

By Hearing Examiner Isadore A. Honig

Gave notice of a hearing conference to commence April 30 in re applications of KFJI Broadcasters and Klamath Falls Tv Inc., for ch. 2 in Klamath Falls, Ore. (Dockets 10980-81); and the date for exchange of further information between the applicants was changed from April 28 to May 4.

By Hearing Examiner Fanney N. Litvin

Ole Miss Bcstg. Co., Oxford, Miss.—Ordered that hearing in re application for am construction permit (Docket 10763; BP-8784), shall convene on May 13 for the taking of oral testimony and all parties to said proceeding shall be present and ready on that date to present such evidence as they may have.

By Hearing Examiner William G. Butts

Gave notice of a conference to be held on April 27 in re applications of Columbia Amusement Co., and Paducah Newspapers Inc., for ch. 6 in Paducah, Ky. (Dockets 10875-76), for the purpose of considering procedures to be followed in the hearing, etc.

TV BROADCAST ACTIONS

WITV (TV) Fort Lauderdale, Fla., Gerico Investment Co.—Denied request for waiver of Sec. 3.651(c) of the rules and for special temporary authority to broadcast the public hearings being held before the Senate Investigating Subcommittee, using the aural transmitter only of station WITV (ch. 17), while a test pattern is being carried on the visual facilities. Comr. Sterling dissented and voted for a grant.

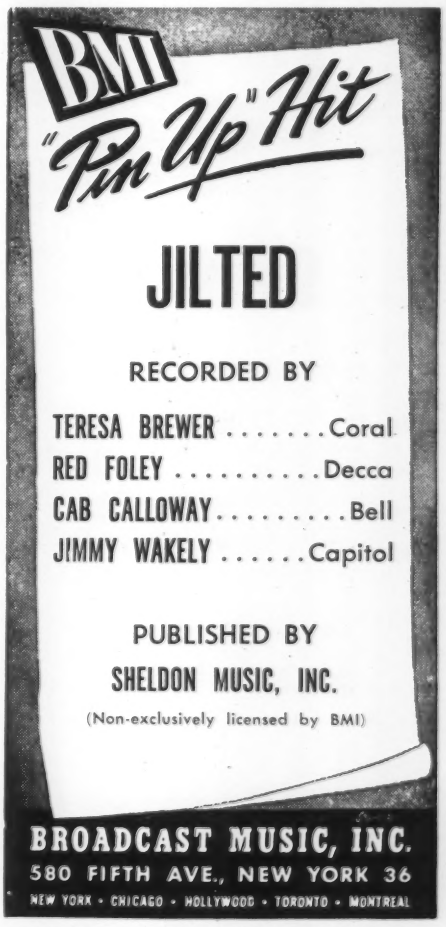
McFarland Letters

WFPA Fort Payne, Ala., George A. Gothberg Jr.—Is being advised that application for renewal of license (BR-2455) indicates the necessity of a hearing.

WHIL Medford, Mass., Conant Bcstg. Co.—Is being advised that application for renewal of license (BR-2706) indicates the necessity of a hearing.

Renewal of License

WNOE New Orleans, La., James A. Noe—Granted renewal of license on regular basis (BR-443).

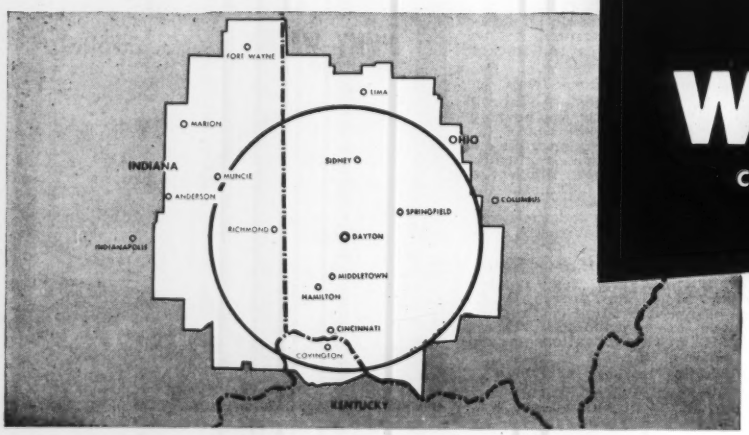


EXTRA! EXTRA! READ ALL ABOUT IT!

GET YOUR EXTRA—extra proof of your extra market, that is. Extra market—extra customers—extra sales!

Do we have viewers viewing and listeners listening in a great new area? We've told you about our mail since the new WHIO-TV tower went on the air—mail from all over our projected new service area and from well outside it too. Now 50 newspapers outside of Dayton carry our program listings daily. Four of them are metropolitan papers —two in a city over 100 miles west—two in a city nearly 150 miles northwest. 16 of these papers are in areas representing bonus audiences!

Why does a paper carry a program listing? Because it's a service to the great big chunk of its circulation that wants it! And uses it! Ask George P. Hollingbery representatives to give you the *new* story on WHIO-TV, one of America's great *AREA* stations.



whio-tv

CBS • ABC • DUMONT

Channel 7 DAYTON, OHIO

ONE OF AMERICA'S GREAT AREA STATIONS

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Carthage Bcstg. Co., Ft. Scott, Kan.—Granted petition filed April 16 for withdrawal of its petition of April 12 which requested reconsideration, removal from hearing and reaffirmation of grant of CP (Docket 10945; BP-8948), and dismissed petition of April 12.

Dismissed as moot petition of Mid-West T. V. Corp., applicant for ch. 13 in Indianapolis, Ind., for extension of time to file opposition to petitions to enlarge the issues in this proceeding (Docket 8906 et al).

Granted petition of Florida-Georgia Tv Co., Jacksonville, Fla., for extension of time to and including May 5, within which to file a petition for review by the Commission of the Examiner's denial of its petition for leave to amend its tv application for ch. 12 (Docket 10834 et al).

WKRG-TV, Inc., The Mobile Tv Corp., Mobile, Ala.—Granted petition by The Mobile Tv Corp. for extension of time to and including May 19 within which replies may be filed to the Exceptions to the initial decision in this proceeding for ch. 5 (Docket 10457-58).

Granted petition by Chief Broadcast Bureau, for an extension of time to and including April 28, within which a reply may be filed to "Petition for Review" and an "Appeal from Order of the Examiner," filed by Public Service Tv Inc., one of the applicants for ch. 10 in Miami, Fla. (Dockets 9321 et al).

April 28 Applications

ACCEPTED FOR FILING

Remote Control

WOOK Washington, D. C., United Bcstg. Co. (BRC-382); WPDQ Jacksonville, Fla., Jacksonville Bcstg. Corp. (BRC-379); KMRC Morgan City, La., Tri-City Bcstg. Inc. (BRC-378); WKRT Cortland, N. Y., Radio Cortland Inc. (BRC-381); KSFA Nacogdoches, Tex., Nacogdoches Bcstg. Co. (BRC-377); KMO Tacoma, Wash., KMO Inc. (BRC-380).

Modification of CP

KBAY-TV San Francisco, Calif., Lawrence A. Harvey—Mod. of CP (BPCT-1490) as mod., which authorized new tv station for extension of completion date to 12-31-54 (BMPCT-2082).

WIND-TV Chicago, Ill., WIND Inc.—Mod. of CP (BPCT-187) as mod., which authorized new tv station for extension of completion date from 5-25-54 (BMPCT-2086).

KSLA (TV) Shreveport, La., Interim Tv Corp.—Mod. of CP (BPCT-1770) as mod., which authorized new tv station for extension of completion date from 5-18-54 (BMPCT-2085).

Renewal of License

WFIL-FM Philadelphia, Pa. Triangle Publications, Inc. (The Philadelphia Inquirer Division)—Renewal of license (BRH-7).

License for CP

WMCT (TV) Memphis, Tenn., Memphis Pub. Co.—License to cover CP (BPCT-1744) as mod., which authorized changes in facilities of existing tv station (BLCT-198).

TELESTATUS

May 3, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►**WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000**
►**WBRC-TV (6) NBC; Katz; 219,454**
WJLN-TV (48), 12/10/52—Unknown
WSGN-TV (42), 12/18/52-Unknown

Decatur†—
WMSL-TV (23) Walker; 12/26/52-6/1/54

Mobile†—
►**WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500**
►**WKAB-TV (48) CBS, DuM; Forjoe; 60,800**
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►**WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 25,700**
WSFA-TV (12) Headley-Reed; 3/25/54-9/15/54

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►**KTYL-TV (12) NBC, DuM; Avery-Knodel; 92,000**

Phoenix—
►**KOOL-TV (10) ABC; Blair; 90,607**
►**KPHO-TV (5) CBS, DuM; Katz; 92,000**

Tucson—
►**KOPO-TV (13) CBS, DuM; Forjoe; 23,000**
►**KVOA-TV (4) ABC, NBC; Raymer; 22,626**

Yuma†—
►**KIVA (11) DuM; Hollingbery; 18,243**

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►**KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500**

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
►**KARK-TV (4) NBC; Petry**
►**KATV (7) (See Pine Bluff)**
KETV (23) 10/30/53-Unknown

Pine Bluff†—
►**KATV (7) ABC, CBS; Avery-Knodel; 64,231**

Newest Starters

Listed below are the newest stations that have started commercial operation:

WHO-TV Des Moines, Iowa (ch. 13), April 25.

KVAL-TV Eugene, Ore. (ch. 13), April 15.

WSEE (TV) Erie, Pa. (ch. 35), April 25.

WDEF-TV Chattanooga (ch. 12), April 25.

Texarkana—
►**KCMC-TV See Texarkana, Tex.**

CALIFORNIA

Bakersfield—
►**KBAK-TV (29) ABC, DuM; Forjoe; 55,000**
►**KERO-TV (10) ABC, CBS, NBC; Avery-Knodel; 109,692**

Berkeley (San Francisco)—
*KQED (*9) 7/24/53-5/16/54 (granted STA April 16)*

Chico—
►**KHSL-TV (12) CBS, NBC; Grant; 34,275**

Corona†—
KCOA (52), 9/16/53-Unknown

El Centro†—
KPIC-TV (16) 2/10/54-Unknown

Eureka†—
►**KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 10,000**

Fresno—
►**KBID-TV (53) Meeker; 92,052**
►**KJEO-TV (47) ABC, CBS; Branham; 106,558**
►**KMJ-TV (24) CBS, NBC; Raymer; 85,841**

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area...
NOW
368,500
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
► KABC-TV (7) ABC; Petry; 1,817,177
► KCOP (13) Katz; 1,817,177
► KHJ-TV (9) DuM; H-R; 1,817,177
► KNBH (4) NBC; NBC Spot Sls.; 1,817,177
► KNXT (2) CBS; CBS Spot Sls.; 1,817,177
► KTLA (5) Raymer; 1,817,177
► KTTV (11) Blair; 1,817,177
► KTHE (*28)

Merced†—
KMER (34), 9/16/53-Unknown

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 382,361

Sacramento—
KBIE-TV (46) 6/26/53-Spring '54
► KCCC-TV (40) ABC, CBS, NBC, DuM; 73,200
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 382,361

San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382
► KFSD-TV (10) NBC; Katz; 206,382
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 851,250
► KPIX (5) CBS, DuM; Katz; 851,250
► KRON-TV (4) NBC; Free & Peters; 851,250
► KSAN-TV (32) McGillvra

San Jose†—
Standard Radio & Tv Co. (11), 4/15/54-Unknown

San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 65,489

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 430,192

Stockton†—
► KTVU (36) Hollingbery; 76,000
KHOF (13) 2/11/54-6/1/54

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 123,000

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FAVORITES!
Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel Inc.

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 42,175
► KRDO-TV (13) NBC; McGillvra; 36,000

Denver—
► KBTV (9) ABC; Free & Peters; 209,306
► KFEL-TV (2) DuM; Blair; 209,306
► KLZ-TV (7) CBS; Katz; 209,306
► KOA-TV (4) NBC; Petry; 209,306
*KRMA-TV (*6); 7/1/53-1954*

Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-5/30/54

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 40,360
► KDZA-TV (3) McGillvra; 40,000

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
► WICC-TV (43) ABC, DuM; Young; 59,127
WSJL (49), 8/14/52-Unknown

Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown

New Britain—
► WKNB-TV (30) CBS; Bolling; 167,922

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
*WCTN (*63), 1/29/53-Unknown*

Stamford†—
WSTF (27), 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 124,800

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 201,639
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls.; 605,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 559,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 116,116
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 42,416
► WMBR-TV (4) CBS; CBS Spot Sls.; 243,857
WOBS-TV (30) Stars National; 8/12/53-Sept. '54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 241,500
WMFL (33), 12/9/53-Unknown

Orlando—
WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 10/14/53-5/15/54

Panama City†—
► WJDM (7) CBS; Hollingbery

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 52,500
► WPFA (15) CBS, DuM; Young; 14,760

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 71,200

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-June '54

West Palm Beach—
WEAT-TV Inc. (12) Walker; 2/18/54-7/1/54
► WIRK-TV (21) ABC, NBC, DuM; Weed; 23,650
WJNO-TV (5) NBC; Meeker; 11/4/53-8/1/54

GEORGIA

Albany†—
► WALB-TV (10) NBC; Burn-Smith

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 340,810
► WLWA (11) ABC, DuM; Crosley Sls.; 340,810
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 78,900
► WRDW-TV (12) CBS; Headley-Reed; 78,000

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 51,684
► WRBL-TV (4) CBS; Hollingbery; 61,471

Macon—
►WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) Weed; 94,380

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 30,000
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-5/15/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 31,300
► KIDO-TV (7) ABC, NBC, DuM; Blair; 28,500

Idaho Falls—
► KID-TV (3) CBS, NBC, DuM; Gill-Perna; 20,000
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-8/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) DuM; Weed; 205,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 250,000
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,618,145
► WBKB (7) ABC; Blair; 1,618,145
► WGN-TV (9) DuM; Hollingbery; 1,618,145
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,618,145
WOPA-TV Inc. (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 30,000

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 129,500

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 142,997
► WTVH-TV (19) ABC, DuM; Petry; 106,405

Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 108,000

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 183,002
► WTVO (39) CBS, NBC, DuM; Weed; 75,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 67,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 524,003

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 55,000
► WEHT (50) See Henderson, Ky.

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 78,937
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 473,000
WISH-TV (8) Bolling; 1/28/54-7/1/54 (granted STA April 5)
WJRE (26), 3/26/53-Unknown
LaFayette†—
► WFAM -TV (59) Rambeau; 46,700
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 69,300
Princeton†—
► WRAY-TV (52) Walker; 55,400
South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 105,665
Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/1/54
Waterloo†—
WINT (15) 4/6/53-6/15/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 217,594
Davenport (Moline, Rock Island)—
► WOC-TV (5) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) Hollingbery; 46,713
► WHO-TV (13) NBC; Free & Peters
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City†—
KGLO-TV (3) CBS, DuM; Weed; 10/14/53-5/15/54
Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 107,870
KTIV (4) Hollingbery; 1/21/54-8/16/54
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 101,448

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 99,043
Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*
Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 50,000
Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 49,808
Wichita—
KAKE-TV (10) 4/1/54-July '54
► KEDD (16) ABC, NBC, Petry; 80,457

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 42,969
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) 4/13/54-Unknown
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown
Paducah†—
WTLK (43), 9/16/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 48,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Lafayette†—
KVOL-TV (10), 9/16/53-7/1/54
KLFY-TV (10), Rambeau; 9/16/53-7/1/54
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
► KTAG (25) CBS, ABC, DuM; Young; 17,000
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 109,870
► KFAZ (43) Pearson; 16,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Summer '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 250,005
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 36,200

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 53,600
Murray Carpenter & Assoc. (2) Initial Decision 3/26/54
Lewiston—
► WLAM-TV (17) CBS, DuM; Everett-McKinney; 18,554
Poland†—
WMTW (8) 7/8/53-7/1/54
Portland—
► WCSH-TV (6) NBC; Weed; 89,875
WGAN-TV (13) Avery-Knodel; 11/19/53-5/16/54 (granted STA March 29)
► WPMT (53) ABC, CBS, DuM; Everett-McKinney; 38,700

MARYLAND

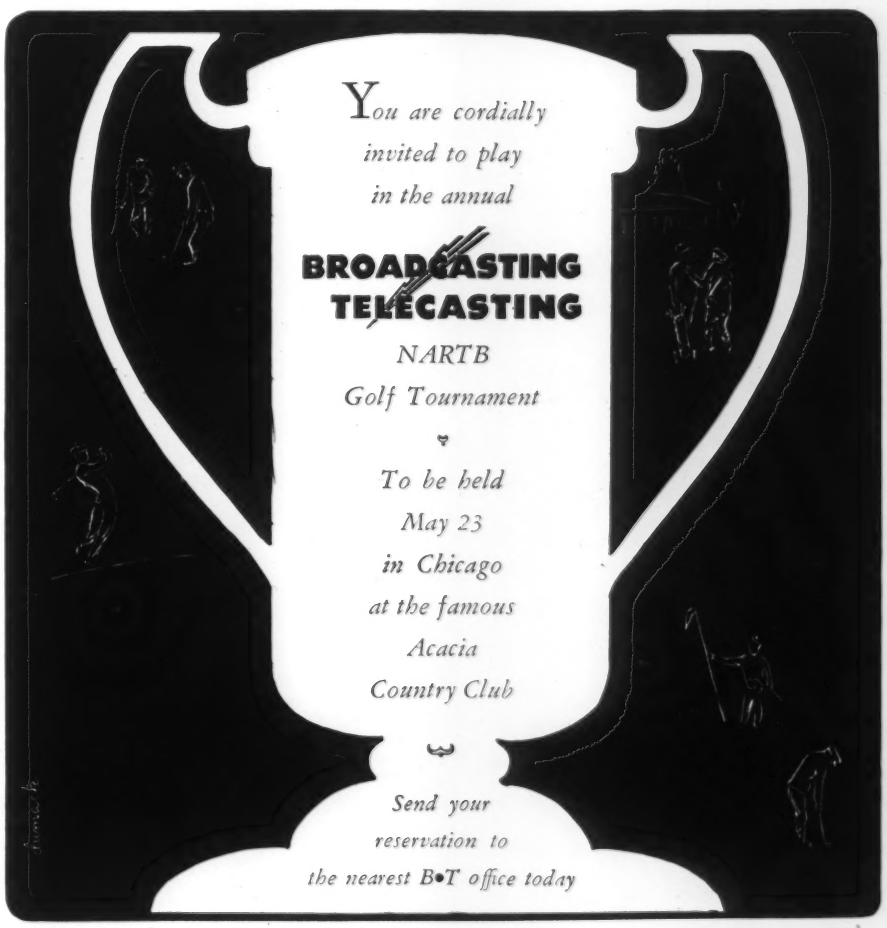
Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 543,927
► WBAL-TV (11) NBC; Petry; 543,927
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 543,927
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-5/1/54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) DuM; Walker; 134,110
Boston—
WBOS-TV (50) 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,171,111
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,171,111
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 118,000
New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54
Pittsfield†—
WBEC-TV (64) 11/12/53-Unknown
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 132,000
► WWLP (61) ABC, NBC; Hollingbery; 128,000
Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-Aug. '54
► WWOR-TV (14) ABC, DuM; Raymer; 45,640

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 18,000
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) ABC; Weed; see footnote (e)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 42,772



Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,420,500
► WWJ-TV (4) NBC; Hollingbery, 1,277,991
► WXYZ-TV (7) ABC; Blair; 1,140,000

East Lansing†—
► WKAR-TV (*60)

Flint—
WFDF-TV (12), Initial Decision 5/11/53
► WTAC-TV (16) ABC; Raymer; 58,300

Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 396,580

Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 380,670

Lansing—
► WILS-TV (54) ABC, DuM; Venard; 42,000
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 254,700

Marquette†—
Peninsula Tv Inc. (6) 4/7/54-Oct. '54

Muskegon†—
WTVM(35), 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 73,225
WSBM-TV (51), 10/29/53-Unknown

Traverse City †—
WPBN-TV (7) Holman; 11/25/53-Unknown

MINNESOTA

Austin†—
► KMMT (6) ABC, CBS, DuM; Pearson; 78,925

Duluth† (Superior, Wis.)—
► KDAL-TV (3) NBC; Avery-Knodel
► WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000

Hibbing†—
KHTV (10), 1/13/54-Unknown

Minneapolis (St. Paul)—
► WCCO-TV (4) CBS, DuM; Free & Peters; 447,200
► WTCN-TV (11) ABC; Blair; 427,000

IN DETROIT
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DETROIT
Associate AM-FM Station WWJ
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National Representative
THE GEORGE P. HOLLINGBERY CO.

Rochester—
► KROC-TV (10) NBC, DuM; Meeker; 70,000

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 447,200
► WMIN-TV (11) ABC; Blair; 427,000

MISSISSIPPI

Columbus†—
WCBI-TV (28), 3/11/53-Unknown

Jackson—
► WJTV (25) CBS, DuM; Katz; 50,224
► WLBT (3) NBC; Hollingbery; 85,607
► WSLI-TV (12) ABC; Weed; 88,650

Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 43,559

Festus†—
KACY (14) Raymer; See footnote (d)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 110,764
► WGEM-TV (10) See Quincy, Ill.

Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 389,182
► KMBC-TV (9) CBS; Free & Peters; 389,182
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 389,182
► WHB-TV (9) CBS; Blair; 389,182

Kirksville†—
KTVO (3) 12/16/53-6/15/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 99,418

St. Louis—
KACY (14) See Festus
*KETC (*9), 5/7/53-June '54*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 621,426
► KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.
KWK Inc-(4) 4/21/54-Unknown

Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-Unknown

Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 39,896
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; Headley-Reed; 9,000

Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6) NBC, DuM; Walker; 4,200

Great Falls†—
► KFBB-TV (5) CBS, DuM; Headley-Reed; 3,500

Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege—
► KHOL-TV (13) CBS, DuM; Meeker; 23,000

Lincoln—
► KFOR-TV (10) ABC; Raymer; 89,122
► KOLN-TV 12 ABC, CBS, DuM; Avery-Knodel; 72,390

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 241,052
► WOW-TV (6) DuM, NBC; Blair; 237,993

NEVADA

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 13,401

Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 13,623

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
► WMUR-TV (9) ABC; Weed

Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000

Atlantic City—
► WFPG-TV (46) ABC, CBS, NBC, DuM; Pearson; 16,135
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Weed; 4,150,000

New Brunswick†—
WDHN (47), 4/2/53-Unknown
*WTLV (*19), 12/4/52-Unknown*

Trenton†—
WTTM-TV (41), Forjoe; 7/16/53-Unknown

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 42,000
► KOAT-TV (7) ABC; Hollingbery; 40,000
► KOB-TV (4) NBC, DuM; Branham; 40,548

Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 20,439

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 77,482
*WTVZ (*17), 7/24/52-Unknown*

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 269,880
*WQTV (*46), 8/14/52-Unknown*

Bloomingdale† (Lake Placid)—
WBLD (5) 12/2/53-Summer '54

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 398,832. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 135,000
*WTVF (*23) 7/24/52-Unknown*
WGRB (2) NBC; Headley-Reed; 4/7/54-Unknown

Carthage†—
WCNY-TV (7) ABC, CBS, Weed; 3/3/54-Aug. '54

Elmira—
► WECT (18) NBC; Everett-McKinney; 28,462
► WTVE (24) ABC, CBS, DuM; Forjoe; 30,000

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Jamestown†—
WJTN-TV (58), 1/23/53-Unknown

Kingston†—
WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 1/23/53-5/15/54 (granted STA April 21)

New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*

Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) NBC; Hollingbery; 210,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 216,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 190,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 303,400
► WTRI (35) CBS; Headley-Reed; 70,188

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 340,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 339,855

Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 137,500

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 19,500
WLOS-TV (13) 12/9/53-Aug. '54
Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 42,000
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 398,591
Durham†—
WTIK-TV (11) Headley-Reed; 1/21/54-9/1/54
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
Air-Pix Corp. (48) 4/7/54-Summer '54
Goldsboro†—
WTVX (34), 9/30/53-Unknown
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 222,741
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 45,000
Raleigh—
►WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 57,840
Wilmington†—
► WMFD-TV (6) NBC; Weed
WTHT (3) 2/17/54-5/15/54
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 193,289
► WTOB-TV (26) ABC, DuM; H-R; 49,500

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 20,190
Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 49,431
Ashtabula†—
► WICA-TV (15) 18,000
Cincinnati—
*WCET (*48) 12/2/53-May '54*
► WCPO-TV (9) ABC, DuM; Branham; 450,000
► WKRC-TV (12) CBS; Katz; 450,000
► WLWT (5) NBC; WLW Sls.; 450,000
WQXN-TV (54) Forjoe; 5/14/53-October '54
Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,030,000
► WNBK (3) NBC; NBC Spot Sls; 865,425
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 336,737
Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) NBC; WLW Sls; 310,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 12/4/52-Spring '54
► WLOK-TV (73) NBC; H-R; 56,117
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 280,080
Youngstown—
► WFMJ-TV (73) NBC; Headley-Reed; 115,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 117,777
WUTV (21) Petry; 9/25/52-Unknown
Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 31,250

OKLAHOMA

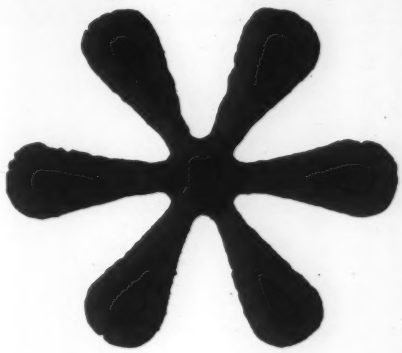
Ada†—
KTEN (10), 12/16/53-6/1/54 (granted STA April 6)
Enid†—
KGEO-TV (5) ABC; Pearson; 12/16/53-6/15/54
Lawton†—
► KSWO-TV (7) DuM; Everett-McKinney; 46,400
Miami†—
KMIV (58), 4/22/53-Unknown
Muskogee†—
KTVX (8) 4/7/54-Unknown
Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, NBC; H-R; 106,344
► KWTV (9) CBS; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 263,667
*KETA (*13) 12/2/53-Unknown*
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 64,536
► KOTV (6) CBS; Petry; 229,000
KSPG (17) 2/4/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) NBC; Hollingbery
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair
Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 167,172
Oregon Tv Inc. (12), Initial Decision 11/10/53
Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39), 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, NBC, DuM; H-R; 418,798
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 67,516
Chambersburg†—
► WCHA-TV (46) CBS, DuM; Forjoe; 15,500
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 65,098
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
► WSEE (35) CBS; Avery-Knodel
WLEU-TV (66) 12/31/53-Unknown
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/1/54
►WHP-TV (55) CBS; Bolling; 118,150
► WTPA (71) NBC; Headley-Reed; 118,150
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 757,183
Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 293,097
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Pearson; 146,575
New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 139,578
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,609,667
► WFIL-TV (6) ABC, DuM; Katz; 1,793,362
WIBG-TV (23), 10/21/53-Unknown
WIP-TV (29), 11/26/52-Unknown
► WPTZ (3) NBC; Free & Peters; 1,767,042
Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 921,570
► WENS (16) ABC, CBS; Petry; 236,452
► WKJF-TV (53) CBS, NBC, DuM; Weed; 236,000
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley-Reed; 54,206
► WHUM-TV (61) CBS; H-R; 175,000
Scranton—
► WARM-TV (16) ABC; Hollingbery; 150,000
► WGBI-TV (22) CBS; Blair; 155,000
► WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 149,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 160,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54
York—
► WNOW-TV (49) DuM; Hollingbery; 72,000
► WSBA-TV (43) ABC; Young; 76,100



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RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,098,189
► WNET (16) CBS; Raymer
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 43,750
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 71,428
WUSN-TV (2) NBC; 3/25/54-9/1/54
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 41,982
► WIS-TV (10) NBC; Free & Peters; 97,465
► WNOK-TV (67) CBS, DuM; Raymer; 46,000
Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54
Greenville—
► WFBC-TV (4) NBC; Weed; 287,266
► WGVL (23) ABC, DuM; H-R; 55,353
Greenwood†—
WCRS-TV (21) 4/8/53-Unknown
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Aug. '54
WSCV (17) 7/30/53-Unknown

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
► KELO-TV (11) ABC, NBC; Raymer; 56,119

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham
Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Aug. '54
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson 59,078
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 63,620
► WTSK (26) CBS, DuM; Pearson; 60,500
Memphis—
► WHBQ-TV (13) CBS; Blair; 276,342
► WMCT (5) ABC, NBC, DuM; Branham; 276,342
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 186,176
►WSM-TV (4) NBC, DuM; Petry; 186,176
Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-6/1/54

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 30,316
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 48,488
► KGNC-TV (4) NBC, DuM; Katz; 48,488
KLYN-TV (7) 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 68,945
Beaumont†—
KBMT (31) 12/4/52-5/9/54 (granted STA April 5)
KTRM-TV (6) Initial Decision 7/22/53

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Corpus Christi†—
KVDO (22) 1/6/53-6/15/54
KTLG (43) 12/9/53-Unknown
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 368,500
► WFAA-TV (8) ABC, NBC, DuM; Petry; 337,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 51,483
► KTSM-TV (9) NBC; Hollingbery; 39,400
KELP-TV (13) Forjoe; 3/18/54-Sept. '54
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 371,400
Galveston—
► KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 276,000
Harlingen†—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 33,400
Houston—
► KNUZ-TV (39) DuM; Forjoe; 68,144
► KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 303,500
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
KTLJ (13), 2/23/54-Unknown
Longview†—
► KTVE (32) Forjoe; 20,560
Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 53,804
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 53,804
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
KTRE-TV (9) Venard; 3/11/53-Fall '54
Marshall†—
KMSL (16) 6/25/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 31,500
San Angelo—
► KTXL-TV (8) CBS; Venard; 28,035
San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 188,181
► WOAI-TV (4) NBC; Petry; 188,181
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 73,935
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 66,223
Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-Unknown
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC; Pearson; 28,000
Weslaco†—
► KRGV-TV (5) NBC; Raymer
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 59,800
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KDYL-TV (4) NBC; Blair; 157,080
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 157,080
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-8/15/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Hollingbery; 18,114
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 94,300

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Harrisonburg†—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 80,182
Lynchburg—
► WLVA-TV (13) CBS, DuM; Hollingbery; 102,281
Newport News—
WACH-TV (33) See footnote (d)
Norfolk—
► WTAR-TV (4) ABC, CBS, DuM; Petry; 213,889
► WTOV-TV (27) ABC, DuM; Forjoe; 102,000
► WVEC-TV (15) See Hampton
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 441,079
Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 241,158

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 60,806
Seattle—
► KING-TV (5) ABC; Blair; 345,300
► KOMO-TV (4) NBC; Hollingbery, 345,300
*KUOW-TV (*9) 12/23/53-September '54*
Seattle Construction Co. (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 56,539
► KXLY-TV (4) CBS, DuM; Walker; 66,607
Louis Wasmer (2) 3/18/54-Sept. '54
Tacoma—
► KMO-TV (13) Branham; 345,300
► KTNT-TV (11) CBS, DuM; Weed; 345,300
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 20,270

WEST VIRGINIA

Beckley†—
WBEY (21), 6/25/53-Unknown
Charleston†—
► WKNA-TV (49) ABC, DuM; Weed; 36,100
WCHS-TV (8) CBS; Branham; 2/11/54-7/15/54
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 33,785
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 382,352
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 24,850
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) NBC; Hollingbery; 451,500

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253
Valley Telecasting Co. (5) 3/10/54-Unknown
La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-7/1/54
WTLB (38) 12/16/53-Unknown
Madison—
*WHA-TV (*21) 10/7/53-May '54 (granted STA April 13)*
► WKOW-TV (27) CBS; Headley-Reed; 41,500
► WMTV (33) ABC, DuM; Meeker; 44,800
Marinette†—
WMBV-TV (11) NBC; George Clark; 11/18/53-August '54
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 308,750
► WOKY-TV (19) ABC, DuM; Gill-Perna; 287,500
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 668,263
Neenah†—
► WNAM-TV (42) George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 48,700
Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54
Wisconsin Valley Tv Corp. (7) Initial Decision 4/9/54

WYOMING

Casper†—
KSPR-TV (2) 5/14/53-Unknown
Cheyenne†—
► KFBC-TV (5) CBS, NBC; Hollingbery

ALASKA

Anchorage†—
►KFIA (2) ABC, CBS; Weed
►KTVA (11) NBC, DuM; Feltis
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

HAWAII

Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 53,000
►KONA (11) NBC; NBC Spot Sls.; 50,000
►KULA-TV (4) ABC; Headley-Reed

PUERTO RICO

San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
►WKAQ-TV (2) Inter-American; 6,500

CANADA

London†—
►CFPL-TV (10) CBS; 35,000
Montreal—
►CBFT (2) 143,005
►CBMT (6) 143,005
Ottawa—
►CBOT (4) 10,100
St. John, N. B.—
►CHSJ-TV (4) CBS
Sudbury†—
►CKSO-TV (5) ABC, CBS, NBC; All-Canada; 6,728
Toronto—
►CBLT (9) 222,500
Vancouver—
►CBUT (2) CBS

MEXICO

Juarez† (El Paso, Tex.)—
XEJ-TV (5) National Time Sales; 5/17/54
Matamoros† (Brownsville, Tex.)—
►XELD-TV (7) ABC, CBS, NBC, DuM; Young; 31,200
Tijuana† (San Diego)—
►XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 382, total cities with stations on air: 251. Both totals include stations XELD-TV and XETV Mexico as well as educational outlets that are operating. Total sets in use 29,569,389.

*** Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 298,375 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) WKLO-TV Louisville, Ky.; KACY (TV) Festus, Mo.; WIFE (TV) Dayton, Ohio, and WACH-TV Newport News, Va. have suspended regular operation, but have not turned in CP's.

(e) WBKZ (TV) Battle Creek, Mich., told FCC it has suspended regular operation until June 1.

UPCOMING

MAY

May 3-6: Premium Advertising Conference, Conrad Hilton Hotel, Chicago.

May 4-6: Government-industry electronic component conference, Dept. of Interior auditorium, Washington.

May 4-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 5-7: IRE Seventh Region Conference & Electronic Exhibit, Multnomah Hotel, Portland, Ore.

May 7: Advertising Conference, U. of Michigan, Ann Arbor.

May 9-11: Sales promotion conference & workshop, National Retail Dry Goods Assn., Sheraton-Park Hotel, Washington.

May 10: Washington (D. C.) section, Institute of Radio Engineers, Pepco Auditorium.

May 13: Illinois Broadcasters Assn., Leland Hotel, Springfield.

May 14: International Advertising Assn., Hotel Plaza, New York.

May 15: Indiana Radio-Tv Newsmen, WISH studios, Indianapolis.

May 17-20: Electronics Part Show, Conrad Hilton Hotel, Chicago.

May 18-21: RTNDA tv news seminar, Orrington Hotel, Evanston, Ill.

May 19-21: Senate Communications Subcommittee holds open hearings on status and development of ultra high frequency channels and consideration of Johnson multiple-ownership bill. Room G-16, Senate Office Bldg., 10 a.m. Washington.

May 19-21: House Interstate & Foreign Commerce Committee, hearing on HR 1227, Bryson bill to bar alcoholic beverage advertising in interstate commerce. Room 1334, New House Office Bldg. 10 a.m. Open.

May 21-22: Educational Tv Conference, Illinois Institute of Technology, Chicago.

May 23-27: NARTB Convention, Palmer House, Chicago.

May 24: Daytime Broadcasters Assn., governing board, Palmer House, Chicago.

JUNE

June 1: National Assn. of Tv & Radio Farm Directors, national sales clinic, Sheraton Hotel, Chicago.

June 3-4: National Assn. of Tv & Radio Farm Directors, summer meeting, Hotel Fontenelle, Omaha, Neb.

June 4: Mike & Screen Awards, Radio-Newsreel-Tv Working Press Assn. of New York, Waldorf-Astoria.

June 13-15: Assn. of Independent Metropolitan Stations, Wentworth-by-the-Sea, Portsmouth, N. H.

June 13-16: American Marketing Assn., Ambassador Hotel, Atlantic City.

June 14-16: National Community Tv Assn., Hotel Park Sheraton, New York.

June 16-18: Summer Institute, U. of Michigan law school, study on official control vs. self-regulation of tv, radio, motion pictures and publishing.

June 17-18: D. C.-Maryland Broadcasters, Ocean City, Md.

June 20-23: Advertising Federation of America, Hotel Statler, Boston.

June 21-July 31: National Tv Institute, Pasadena (Calif.) Community Playhouse.

June 27-30: Advertising Assn. of the West, Hotel Utah, Salt Lake City.

June 28-30: Newspaper Advertising Executives Assn., Hotel Del Coronado, Coronado, Calif.

June 28-Aug. 6: Summer Institute of Radio & Tv, co-sponsored by NBC and Barnard College, New York.

JULY

July 1-2: North and South Carolina Broadcasters Associations, joint meeting, Ocean Forest Hotel, Myrtle Beach, S. C.

AUGUST

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

Aug. 2-21: Summer Tv Workshop, Michigan State College, East Lansing.

Aug. 9 (week of): International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards, National Safety Council.

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington, D. C.

Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

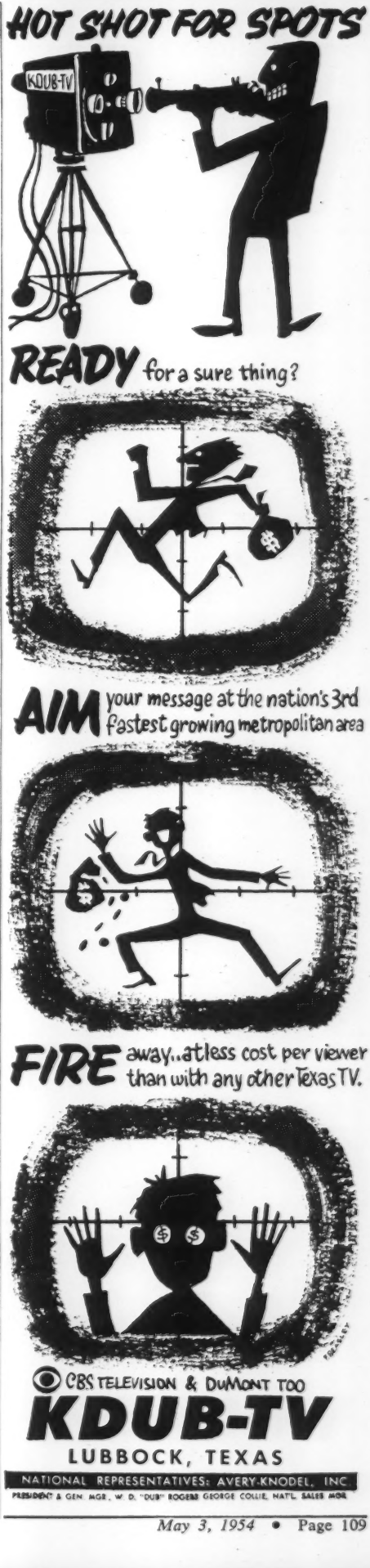
NOVEMBER

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

SPECIAL LISTING

BMI Program Clinics

June 7: Winnipeg, Man.
June 9: Regina, Sask.
June 11: Edmonton, Alta.
June 14: Amherst, N. B.; Butte, Mont.
June 16: Boston; (city unnamed) Idaho
June 18: Portland, Me.; Salt Lake City
June 21: Colorado Springs, Colo.
June 23: Huron, S. D.
June 25: (city unnamed) Indiana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The Tv Show Will Go On

WAS THE "final" television allocation bungled two years ago, and if so, what can be done about it?

That question comes as close as any to being the issue thrust before the Senate Potter subcommittee, which has now postponed its scheduled hearings until May 19-21. It was provoked by the hard going encountered by most uhf stations in intermixed markets.

It is the kind of enigma that will take the wisdom of a dozen Solomons. There is no easy solution, unless it be found in the often ruthless interplay of competition.

But the problem is more complex than merely pinning responsibility. Is there a solution that can be achieved without impairing existing service which pleases the public?

Talk of another freeze a few weeks ago would have been unthinkable. Today it is being given more than lip-service in important quarters, even though the FCC abhors the thought. Some of the very people who demanded a quick end to the 1948 freeze, which lasted three-and-one-half dreary years, are now insisting that Congress enjoin the FCC from making any further grants until an answer is found to the dilemma.

The "ins"—those who have their stations or construction permits —want a new freeze (or a hiatus as they choose to term it), whether or not they will admit it. They argue, with some merit, that there is adequate service almost everywhere and that new stations can only bring new distress. They disclaim responsibiltiy, contending that promises have not been kept. But all this does violence to the American concept of free competitive enterprise.

The major complaint is over intermixture. Uhf operators plead for relief through a reallocation separating uhf from vhf markets. Or they want to eliminate vhf altogether and shift all tv to uhf—not overnight, but perhaps through a five-year transition during which investments, public and private, could be written off. They argue that the un-intermixing process could be accomplished in 90 days, through an engineering realignment.

In 1948—before the Great Freeze—the then FCC Chairman, Wayne Coy, sent up a trial balloon on a full shift to uhf, contending it was the only ultimate solution to tv's "scarcity" problem. Then there were 108 vhf's, and less than 5 million receivers, with the public's investment about $500 million. It got nowhere fast. What chance would a shift have now, with 380 stations in operation, and with nearly 30 million sets that cost around $6 billion?

There's nothing fundamentally new in these plans. Low power radio stations had trouble competing with regionals and clears not too many years ago. There were many reallocation proposals. Fm went through the same agonies. They were "intermixed" with am. Newcomers plunged into both am and fm. They sought government relief too. Only the good operators survived.

The FCC did sell uhf hard because it was convinced that there could be no full service without it. Another FCC did the same thing with fm.

The FCC may have been misled by engineering advice predicting uhf coverage comparable with vhf. Conversions would be efficient and cheap. Transmitters of high power would be available. Manufacturers have failed to deliver. Can they, if there is a reallocation or a "hiatus"?

A subsidy for "qualified" uhf operators in financial straits is proposed. Will dollars alone help them? Will it not simply postpone the day of reckoning? Money borrowed must be repaid.

An unsuspecting Potter subcommittee may find itself caught in a squeeze. On the one hand, Senators are besieged by distraught uhf operators. On the other they are importuned to prod the FCC to get new vhf stations going in the very markets in which uhf complainants are suffering most.

The unrest is alienating the national advertiser and his agent against uhf. Most of the buyers—in key centers—have never seen uhf. If the operator himself derides his medium, what is the buyer to think? Consider the plight of the uhf station doing very well in a non-mixed market. He suffers the stigma given all uhf by his wailing brethren. Yet he knows he can deliver.

The FCC, we thought, erred when it adopted a "planned economy" for tv, allotting given channels to given areas. We thought it should have left tv where it found am—on a catch-as-catch-can basis, letting applicants apply where they found a facility would work under predetermined engineering standards. But the FCC, persuaded by its New Deal-Fair Deal lawyers who wanted to "control" tv (and who largely had run fm into the ground through the same techniques) bought the planned economy and threw in the palpably illegal educational "reservations."

Drawn for BROADCASTING • TELECASTING by Sid Hix

"That's what I like about radio . . . you don't have to stop what you're doing to enjoy it!"

Once the final allocations were approved, broadcasters had to make the best of it. The public wanted more tv.

Television will come out of this crisis without destroying existing service. The public, now getting acceptable programs, isn't concerned with behind-the-scenes manipulations. Color is moving fast too.

This, fundamentally, is a dollar crisis, premised perhaps upon faulty planning, a phoney philosophy and misguided engineering. Yet with it all, television has made the most remarkable strides of any art and industry in history. In so gigantic a development mistakes were bound to be made, but they are miscroscopic in contrast with what has been accomplished.

Whatever the outcome, the public will not tolerate interruption to the tv service. Both Congress and the FCC understand that.

Up Pops 'Big Ed' With Another Ban

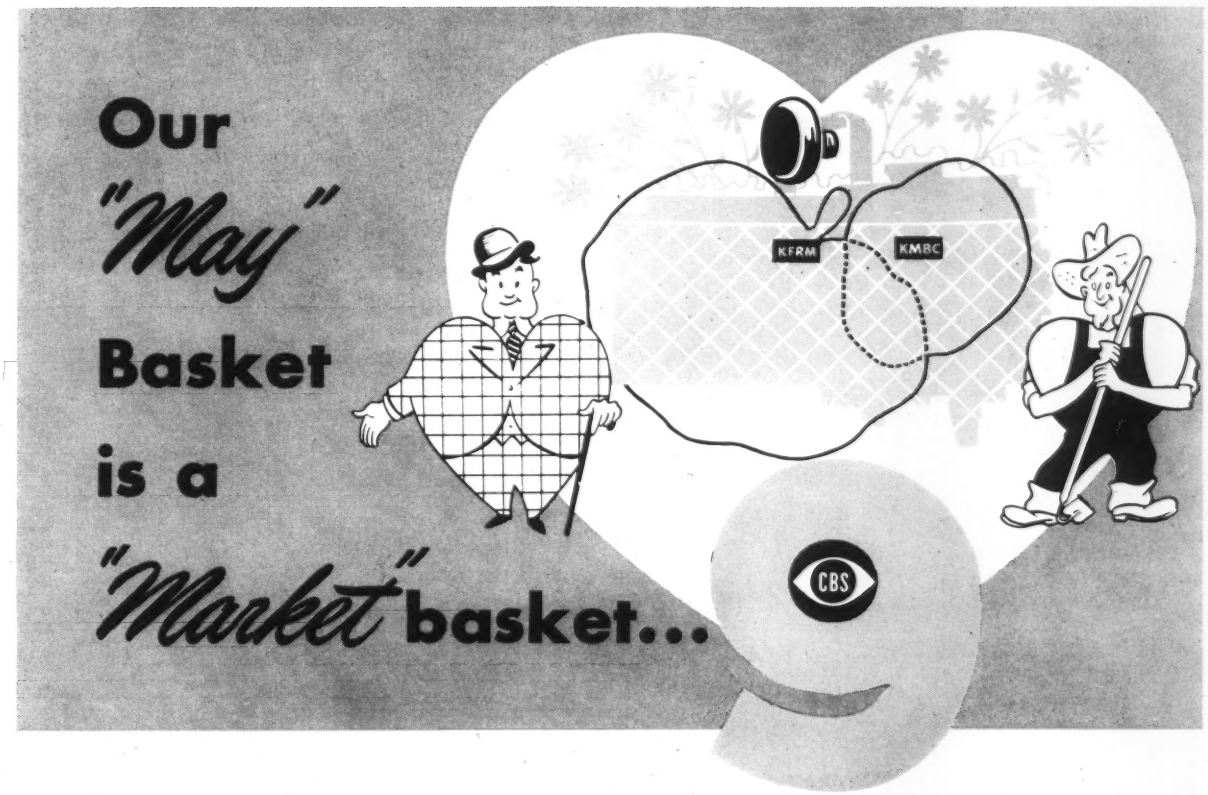
IN WHAT appears to be his Senatorial swan-song, Sen. Edwin C. Johnson (D-Colo.) wants to ban newspaper ownership of radio and television in markets of over 100,000. In this illusory venture he joins his New Deal colleague, Sen. Harley Kilgore of West Virginia, who wants every news-conveying entity divorced from all others.

Sen. Big Ed, who has decided not to run again as Senator but has announced for Governor, over the years alternately has been the darling or the demon in communications legislation. It's hard to figure where he stands.

In his latest venture he would consider 10% ownership of a newspaper as "control" for purposes of divorcement. His bill follows a round-robin instituted by Sen. Kilgore asking the Senate Interstate Commerce Committee to look into what he describes as the trend toward "monopoly" through identical ownership of radio and tv.

What these legislators fail to recognize is that the public depends as much upon radio (and to a lesser degree tv) as it does upon newspapers for its news. We know of no situation in a market of over 100,000 where all radio stations, television stations and newspapers are "controlled" by the same entity.

It's the old story of trying to make second-class citizens out of newspaper publishers and broadcasters. Indeed, this same philosophy, carried over from the New Deal-controlled FCC, persists among staff attorneys, notably those in the Broadcast Bureau. A half-dozen recent oppositions to initial decisions use this discredited argument, preferring non-newspaper over newspaper applicants, even when all other things are not equal. It's a vicious application of the discredited "diversification" theory first espoused by President Roosevelt.



here in the Heart of America!

In accordance with that grand old tradition, The KMBC-KFRM Team and KMBC-TV of Kansas City is out hanging May baskets again this year. But our May basket is more than just that. The KMBC-KFRM - KMBC-TV "May" basket is a "MARKET BASKET" — the market basket of the Heart of America, equally well known as the great Kansas City Primary trading area.

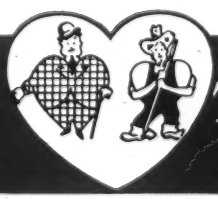
And this year's "basket" is a mighty interesting one and extremely important. Last year, the Heart of America experienced another happy increase in population, retail sales and in buying power. In fact, buying power increased almost 400 million dollars in Kansas and Missouri in 1953 over 1952. Of this increase, the Kansas City Metropolitan Area enjoyed 10%. HOWEVER, *67.7% of the total increase in Retail Sales in the two states occurred in Metropolitan Kansas City*—proof of the tremendous pulling power of Kansas City as a major trading center!

And, according to that same old May basket tradition, it is the custom for the recipient of the token to pursue the giver and bestow a large buss upon his cheek. Casey, Kansan and Channel 9 are blushing wildly at the pleasure of being able to hang this "May basket-Market basket" combination on the door of KMBC-KFRM - KMBC-TV advertisers. Call the KMBC-KFRM Team, KMBC-TV, Kansas City, or your nearest Free & Peters Colonel today, so that we can hang the Kansas City Market Basket on your doorknob.

KMBC·TV channel 9

BASIC AFFILIATE CBS TELEVISION NETWORK . . . SHARING TIME WITH WHB-TV

KANSAS CITY, MO.



The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA